

A GUIDE:
THE JOB OF A YEARBOOK EDITOR

by
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A GUIDE: THE JOB OF A YEARBOOK EDITOR

OUTLINE

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1980
no. 1

I. Yearbook Budget

A. Income

1. Fees
2. Promotion to students
3. Proposed Ads.

B. Expenses

1. Publishing company contract
2. Photography studio contract

II. The Editor, Staff, Yearbook

A. Working with the advisor

B. Staff members and meetings

C. Photographer

D. Organizing yearbook

1. Deadlines
2. Layout
3. Preparing for shipment
4. Proofreading

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PREFACE

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This presentation of the work of a yearbook editor is designed to help future editors who may lack experience, as I did, as they begin the difficult task of editing a college-level yearbook.

Throughout this guide, the several aspects in the process of producing and editing a yearbook are explained and illustrated in the order in which they arise. This presentation is a record of my tenure as the 1980 INDIANHEAD editor and the experiences and responsibilities that I undertook with the position.

A GUIDE: THE JOB OF A YEARBOOK EDITOR deals with the negotiations and factors that are involved in establishing and working with the yearbook budget. Outlined, too, are the many people with whom the editor will work to produce the yearbook. Also, it deals with the organization, planning, and procedures essential to know in the production work of a college yearbook.

Though this presentation may indeed prove more beneficial to a novice editor, as I was, I also hope that this guide, based on actual experience, can provide a preview for future INDIANHEAD editors on the hard work, time, and all of the steps that accompany the position of yearbook editor.

The yearbook has been a valued publication in schools and colleges for nearly 200 years, and its popularity among thousands of educational institutions seems undeniable. Its existence can be justified by the fact that the yearbook is a valuable record of school activities and a book of reflection for students. Although local news media may chronicle the major happenings of schools in their circulation areas, few, if any, of the media can devote coverage to but a fraction of the activities that the average school generates. Therefore, an important aspect of a yearbook is coverage of the school and its activities.

Also, the yearbook is a valuable means of promotion for the institution. Ross and Sellmeyer in School Publications stress that the yearbook serves, along with the campus newspaper, as one of the most effective public relations instruments a school can have.¹ Institutions exchange yearbooks, a beneficial way for students to familiarize themselves with other schools, and too, for those high school students deciding upon a college. The admissions offices of schools use the yearbook as a main source to promote their campus. A yearbook can present an attractive impression of its campus to a prospective student. The INDIANHEAD, the Pembroke State University yearbook, for example, portrays the small, close-knit college campus--a concept that many students prefer over a large university.

Ross and Sellmeyer note that of great importance, also, is its value as a training ground for students, as well as an outlet for creative talents.² Working with student publications, such as the yearbook, can be the beginning of an interesting journalism career.

Producing a good yearbook, one worthy of the time and energy spent in its preparation, is a rewarding experience. The achievement of this goal, a quality yearbook, demands time, organization, planning, and a genuine interest in doing the job correctly. The yearbook editor will spend at least seven months of extensive concentration on the budget, working with a countless number of people, and organizing and planning the layout of the book.

Although the INDIANHEAD budget is the largest budget a student will deal with on the Pembroke State campus, it is barely enough, and careful management of this budget is an absolute must!

Complete and accurate records of the yearbook must be maintained, and the starting point of record keeping should be a budget for the year of operation. The budget can be broken down into two sections; expected income and anticipated expenses. The budget should be as accurate as possible and is usually prepared by the advisor and the business manager with the aid of financial records of the past year. The 1973 budget is distributed

At the end of the year the actual income and expenses should be compared with the original budget. In this way, the new budget for the coming year can be more accurately established. This

comparison is most beneficial for the editor's budget of the following year. The 1980 budget of the INDIANHEAD, for example, began with a deficit because the 1979 staff exceeded its budget.

Money required for the support of the INDIANHEAD generally comes from two sources; activity fees and the sale of the yearbook itself. The following questions need to be answered before establishing the budget.

Is the yearbook self-sustaining? In the case of the INDIANHEAD, yes-it is a self-sustaining publication. There is no profit whatsoever made from the yearbook. Student fees of \$10 per regular student support the book.

How much income has been derived from activity fees and the sale of the yearbook itself? This can be determined by the total amount received for the yearbook budget from the student fees. The 1980 yearbook budget, as well as the 1981 yearbook for Pembroke State University, begins with a projected budget of \$17,000. The only way to estimate from the sale of the book itself is to check the cashier's list of those faculty, staff, and students who have paid for their yearbooks. This list is sometimes a bit unreliable as many do not purchase the yearbook until the book is being distributed and also students who have only been enrolled one semester at PSU, or who are taking seven semester hours or less, are required to pay only \$5 to the cashier prior to receiving a yearbook.

A good practice to follow, according to Ross and Sellmeyer, "...is to post a copy of the budget in front of the business record books."³ Another copy, they recommend, should be placed where all

staff members can see the financial picture. They emphasize these practices in order for the editor to provide an easy reference for trying to decide if expenses are in line with the budget.⁴

Related to expense consideration is the need to promote the yearbook to students. Even though enough yearbooks are printed and each student has already paid for his, many books are never picked up. Since all yearbooks not claimed by students represent a substantial waste of college funds, the editor needs to find ways to promote interest in the book, not only by the students but also by faculty and staff who may be persuaded to buy a yearbook.

~~Here are a few promotional ideas used by other colleges and universities.~~ Some of these suggestions can be modified or expanded to suit the PSU campus.

1. Appointments for pictures to be taken for the yearbook are sent out as printed telegrams.
2. Notices can be sent to those students needing to pay a price for the book indicating and informing them to do so as soon as possible. Here also, notices can be sent to faculty and staff who have not already paid for their yearbook.
3. Reminder leaflets can be sent to students, faculty, and staff that the yearbooks are in progress.
4. A sample page of the yearbook can be mailed to the students, etc.

All of these suggestion and ideas are illustrated in Student Publications by Ross and Sellmeyer.

Yet another way to encourage the students' interest in the yearbook is to have them fill out surveys on the book--what their

likes and dislikes were, suggestions for changes or indication of preferences.⁵ These surveys can be an effective tool for the yearbook staff of the following year. If not done the previous year for a current staff, a quick survey could be taken of those students who received the previous yearbook.

Selling advertisements is a widely used way to make money for the yearbook, although one not practiced by the INDIANHEAD, at least up until the 1980 edition. However, the idea of actually beginning to sell ads is in the works for the 1981 yearbook.

From this editor's point of view, ads could be a valuable way of increasing the budget, a way that should be looked into considerably and, if possible, implemented. The INDIANHEAD can become a bigger and even better yearbook with money made from the selling of ads, because as long as all the yearbook funds come from student fees and the other sources already mentioned, the book can not hope to make much progress toward increasing the number of pages, adding more color pages, etc. because the current budget sources simply can not allow such improvements or additions to be made. So, in the hopes that one day the INDIANHEAD does sell advertising, a discussion on important things to know and understand about this money making process may be useful.

The first thing to do is set up a good plan for selling ads. According to Ross and Sellmeyer, the following questions must be answered in order to establish a good selling plan.

First and foremost, what areas of locale need to have the concentrated selling effort? The answer depends upon where the students

shop. If students shop all over the town or city, then city-wide campaigns should be the rule, they advise. If nearby towns are also frequented by students, such as Red Springs, Laurinburg, and Lumberton, these locales should also be areas of selling concentration.

Ross and Sellmeyer explain that a sales staff large enough to handle calling on all businesses would be ideal, but since the staff is usually small, they should concentrate on only those businesses with the most potential for advertising in a college yearbook. Generally, they say the primary list would begin with those businesses that ran ads the previous year.⁶ Since in the case of the INDIANHEAD there would be no such list, the sales staff could seek the advertisers in the campus newspaper, THE PINE NEEDLE; also, the staff could call upon the new merchants that may have been recently established in the area.

Primary places that seem more than apt to run ads for example include; jewelers, clothing stores, banks, stereo tape shops, hardware stores, service stations, soft drink bottlers, book stores, art centers and churches, just to name a few. Ross and Sellmeyer advise to also look out for the main recreational feature of the area, whether it be ski resorts, outdoor dramas, boating, or beaches.⁷

Both mail and phone can be used effectively in contacting possible accounts, however, according to Ross and Sellmeyer,

"potential advertisers should be contacted in person if at all possible and feasible."⁸

Ross and Sellmeyer warn, especially in commissioned sales; not to give one person or sales group all the lucrative accounts and another all the difficult accounts. "If this situation occurs, both groups will neglect their selling; one because they have already sold a great deal, and the other because they can not sell anyone."⁹

What is the best way to divide the sales force? Using a team of a male and a female works effectively for many schools.¹⁰ However, a small school may only need one salesperson, and if that one salesperson has had previous selling experience and has the "go get 'em" personality of a good salesperson, then one may be all that is needed. A factor here would be, of course, the size of the selling area and number of students available willing to sell.

Just prior to the beginning of the new school year is the best time to sell new contracts, say Ross and Sellmeyer. Avoid extremely busy days. They advise scheduling visits nearer the middle of the work week.¹¹

These authors, Ross and Sellmeyer, consider advertising an integral part of yearbook operation. "Advertising is as important as any other part of the book and should be handled carefully and creatively. The newest trend in advertising is to create each ad individually for the advertiser in the same way that individual ads are created for national magazines. This distinctly means that ads do not resemble the rest of the book or one another."¹²

Some advertisers have objected, according to Ross and Sellmeyer, to the approach of having the advertising section look like

the other sections of the book. They feel this approach does not serve the advertising purpose by not individualizing or personalizing the ad for the sake of selling the product.¹³

Advertising pages can occupy a reasonable portion of the book. Originality should be used to interest the reader in the ads. Advertising receipts may be directly affected by the added interest which originality might generate.

Well-chosen photos or art can capture the reader's eye. Savage and Click in Yearbook Fundamentals, for example, recommend to exclude treating the ad section as a final section and treating it as such.¹⁴ If your yearbook has a concluding section, they recommend to let it follow, not precede the ads.

Two types of ad styles are most frequently used. Standard ad borders enclose each separate ad with broken lines. This is the most popular.¹⁵ However, the journalistic style is interesting, as there are no borders. Many other styles are available. If a picture is to be used, a photograph must be submitted; clippings from yellow pages or newspapers do not reproduce well.¹⁶ Also to note, a layout is mandatory if photos are used in the ad section.

Patronage ads constitute another type of advertising for the yearbook. There may well be, especially in smaller communities, persons who want to help financially, but who may not have a particular business to advertise; in which case it is fairly common to insert a notice which merely says, "Compliments of a Friend," or some such message.¹⁷

Selling ads for a yearbook, when handled properly, gone about in the right way by a hardworking salesperson, can prove financially beneficial for the yearbook budget, say Ross and Sellmeyer.

Now that expected income has been estimated and perhaps extended, the expenses have to be established. As was mentioned earlier, the INDIANHEAD this year had a budget of \$17,000. Now, how much will printing the yearbook cost? Figured into the expenses will be yearbook size and all aspects of what will be, or can be, included in the make-up of the book; type of paper, cover design, borders, etc., as agreed upon with the publishing company. Also, a contract agreement figure has to be established with the photography studio.

One of the first steps in working with the yearbook's budget is coming to an agreement on a publishing contract. One of the nation's largest yearbook publishers, explain Ross and Sellmeyer, has a basic, so-called, standard yearbook. It includes 96 pages with a standard type set with no bleeds (pictures running to end of page) at a cost of \$14 per book for the first 100 books.¹⁸ Different publishing companies have a variety of price bids for the printing of a yearbook. The price of the yearbook depends upon the number of pages, type of cover, number of books, and the optional extras. For example, Hunter Publishing Company charged \$10 per book in its contract agreement with Pembroke State University for the 1980 INDIANHEAD.

Three sizes of yearbooks are generally used: 7 3/4 x 10 1/2 inches, 8 1/2 x 11 inches, or 9 x 12 inches, the most commonly used and the choice for the Pembroke State INDIANHEAD.

The printer's base price listed on the contract specifies the type, size and number of pages. This price also includes a standard hardback cover. A sample of the INDIANHEAD publishing contract is illustrated on page 11.

The editor needs the services of the publishing company's representative while preparing the budget. Mr. Ed Goldston of Hunter Publishing Company assists the INDIANHEAD. The editor, advisor, and business^{manager} came to an agreement with him on the best possible price for the yearbook. Within the budget, he can provide a guide for various choices. He can tell the editor whether or not the budget will allow extras such as borders, color pages, etc.

The representative will be more than happy to schedule visits to the campus to help with layout designs also. Not only will the representative provide ideas for the layout of the yearbook, he will in fact assist in the actual drawing of the layouts. The editor should schedule times for the representative to come to the campus, especially if there is a need for his assistance, at any convenient time for both. If meetings are not deemed necessary, the best advice is at least to keep his phone number handy so that if needed, the representative can be reached by a collect call.

How many pages will be in the yearbook? The answer will depend on the budget, especially the number of color pages to be included. The average cost per page printed is . Color pages can cost up to . Border lines around the edges of pictures also run into extra cost. A way around this aspect of yearbook design can be worked if, for example, the staff draws up their own borders.

What type of ink, for example, blue-black, red-black, or black, has to be decided upon early in the process of agreeing on a contract. The cost of ink is included in the base price of the contract.

These choices are all important aspects of the contract agreement. The editor and the publishing representative review these choices and also decide upon the cover design. He can quote different prices and show the editor several yearbook cover designs, indicating the cost of the different cover types and what type of designs are most popular.

A very important decision to be made here are the deadline dates. Deadline dates are prearranged days on which the editor is responsible for submitting a pre-determined number of completed layout pages of the yearbook to the publishing company in order that the company may begin the printing process. The editor must know what the penalty costs will be for a late shipment--there is usually a set penalty fee for the first one or two missed deadlines. In most cases, the last deadline, if late, has a penalty fee per day late.

A suggestion here when determining deadline dates; avoid deadlines that fall on school holidays and weekends. Deadlines scheduled on these days can cost time that could be used for finishing the yearbook deadline. For example, one of the INDIANHEAD's deadlines fell a week after the Christmas holidays began. As a result, the staff had to actually finish this particular deadline a week early.

Besides avoiding penalty costs, there are other benefits from meeting a deadline. Hunter Publishing Company, for example, will return one dollar for every page mailed to the company on time. Another corner that can be cut is the decision on the cover and its design. Hunter provides special rates and discounts for covers and color pages that are mailed to them at an early due date.

These 'corner cutters' could save money in one area of production possibly to be placed in another area.

Another way to save money is to avoid costs for making changes. The editor must find out from the representative at the beginning what the cost for changes will be. If, for example, a picture is submitted with the layout, with the anticipation of later changing it, the editor and staff need to be aware of the cost this will entail. A rule here that needs to be mentioned; color page layouts are final. No changes can be made once the first layouts have been submitted. A sample of a price listing for changes in layout is shown on page 14.

The next order of business for the editor, in consultation with the advisor and the business manager, is to find a photography studio to take individual student and faculty pictures. Several bids will have been submitted by various studios. Many factors must be considered in making a choice. Which studio has the best prices for the purchase of student packages as well as the service that will be provided must be weighed. Of interest may be the fact that some studios will pay minimal wage for the services of the yearbook staff in helping the photographer in the paper work. For example, Steven's Studios of Maine, the one contracted by the INDIANHEAD for 1980, provided compensation for those students who kept up with the paper. When the photographer is taking the pictures, forms have to be filled out by a typist prior to the picture being taken, and these forms have to be placed in the camera in order to identify the person in the resulting photograph. Typists have to be on duty throughout the day, every day, that the photographer

is making the individual pictures. The wage, it should be mentioned, does not go to the INDIANHEAD itself, but to those individual students who provide the service.

The editor must be aware, too, in the contract with the studio what the studio's obligations are in the event of late return of the black and white proofs to the yearbook. As a case in point, Steven's Studios, who had the 1980 contract for the INDIANHEAD, was late in getting the black and white proofs back to the yearbook, and made it impossible for the staff to make their first deadline with the publishing company. The photography studio was liable for their delay, and, consequently, had to reimburse the INDIANHEAD for Hunter's late penalty fees. A factor that deserves mentioning here; as far as the publishing company is concerned, the yearbook staff is the one at fault--the publishing company works directly with the school yearbook and its staff and not the photography studio.

The editor of a yearbook has an enormous amount of responsibility on his shoulders to do the best job possible of making the yearbook a reflection of the school of which the student body can be proud. Fortunately, the editor does not bear these burdens all alone. Working along with the editor in this endeavor is the yearbook advisor, the yearbook staff, and the publishing company's representative--if desired. An editor must be sure to incorporate the assistance of these willing helpers.

A recommendation of this editor is to keep in regular contact with the advisor. As a consultant and intermedator for the editor over some of the financial procedures throughout the year, he can

be invaluable, as in ordering supplies, arranging for notices to be sent out, and pitching in with all kinds of help, even typing, on occasion. Also, the advisor is familiar with school procedures and policies, and can best inform the editor on who to go to for needed information, such as, for example, who on campus could provide a complete list of the clubs and organizations with a membership list. Just for information's sake, Lois Jacobs in the Student Affairs Office is the person to see for this particular information.

As of the year 1981, the INDIANHEAD will lose a dedicated advisor of 12 years. Mrs. Doris E. Johnson, a faculty member at Pembroke State, upon her retirement after the 1980 school term, will be replaced by Dr. Dennis Sigmon, a professor in the Communicative Arts Department.

The editor, first and foremost too, needs a reliable and hard-working assistant editor. The assistant editor will become the editor's right-hand man, and will figure in a great deal of the production process. At Pembroke State, the editor is paid \$300 per semester; the assistant editor-\$200, and the photographer-\$200. These are the only paid positions on the yearbook staff; consequently, a great deal of the work involved will be largely on the shoulders of these individuals, or so the case has been on recent INDIANHEAD staffs. The paid staff members have signed contracts outlining the obligations they must fulfill, and because of the inability to pay the other staff members, maintaining full-time service from unpaid staff members may prove difficult.

One way to try to avoid losing the interest and, therefore, the help of a volunteer staff, is to schedule frequent staff meetings.

At least once a week the editor and staff should hold a meeting to review what needs to be done, to keep tabs on what is being done, to examine and discuss layout, to set up schedules as needed. Even if sometimes the meeting may consist only of the members showing up, and, if nothing need be taken care of at that particular meeting-fine. But at least a contact is made between the editor and staff. Waiting to elicit the help of staff members only when the typing needs to be done or posters need to be hung will only cause the editor to lose the enthusiasm and interest of those who are wanting to assist in the actual production of the yearbook, not just the busy-work the job also constitutes. Of course these things have to be done as well, but should be worked in along with more interesting responsibilities in the yearbook production.

Once again, staff meetings are a good idea and will benefit the editor and the yearbook itself in the long run. Meetings keep the staff together, offer an opportunity for questions, suggestions, and keep staff members informed on progress and problems. Set up a designated time and place, preferably in the office-avoid hot dorm rooms-and make it mandatory that all staff members attend every meeting.

The yearbook photographer should already have some kind of experience to his credit, not only in knowing how to set up and take pictures, but also in the darkroom techniques, as the photographer will be asked to develop the pictures taken. (The photographer at PSU does have access to a campus darkroom.)

If more than one photographer can be hired to work for a yearbook, the better; two would be sufficient. The job is a bit too much for one photographer to handle.

A list of all scheduled events; sports activities, clubs and organizations, and the extras such as the band, Who's Who students, etc. will be provided by the Student Affairs Office. These, as will be indicated in the photographers' contract, will be divided between them, and they will be obligated to furnish the editor with the needed photos. The editor must have a copy of that list in accordance with the contracts. She must know which photographer is responsible for what, and be sure each understands which photos are required for each deadline.

Important, too, is the decision on whether the photographer or the editor will schedule such appointments for the photos. My recommendation on this matter would be that the photographer be responsible for his own scheduling, as it is hard for the editor to keep up with a photographer's schedule. However, the photographer should be required to keep the editor posted on his progress. The editor must establish a deadline date for the photographer, preferably no later than a week prior to deadline. This helps eliminate last-minute rush jobs.

The photographer should, along with taking the actual photos, be responsible for getting the names of each club or organization and ~~the~~ their members, or whoever is pictured in the photograph. At this time, too, it would be a convenience for the photographer to pick up write-ups, or any other information that may be desired from the clubs or organizations. If he fails to get this information at this time, the editor and staff must waste valuable time to establish this information. Many photographers ask the president of the group to take down the names.

The photographer must also be familiar with procedures for ordering supplies. Film, developing paper, batteries, and such have to be ordered and okayed by the advisor and cleared through the business office. Rarely does the editor have to involve herself with this, as the photographer and advisor take care of such needs and the related procedures.

Photography is the heart of the yearbook. The picture, indeed, may be worth a thousand words. So, in keeping up with what the photographer is producing, be sure he is aware of what your layout calls for and what types of pictures may be preferred. For instance, if a vertical (where main features are arranged lengthwise) photograph has been established in the layout, say for the smaller group shots that would allow for this, then be sure the photographer is made aware of this so he will not hand in a horizontal print (longer in width than in height). Let the photographer know if more close-ups are what you want; or, if candid with action are what will fill the bill. Sharp focus is essential for a good picture. Also, the yearbook can be enhanced if the photographer knows, or can be instructed on a few graphic designs and techniques to add variety in printing the photos. For example, a woman's stocking can be placed atop the printing paper during the printing process which will give the final print a slightly screened or hazy look.

Now begins the fun part, the organization of the yearbook itself.

One of the first details to take care of is to fill out and mail to the publishing company the production form, keeping a copy

for the INDIANHEAD office. This form is the official record and guide specifying the type style and size to be used for the main copy of the yearbook, what size paper is to be used, and what type of ink is to be used. A sample production form is illustrated on page 19. If any deviations become necessary, the company should receive written notification before, or, along with, the first shipment of material. The editor's copy of the forms will serve as a guide for consistent preparation of all materials.

As the editor begins planning the yearbook, she must look ahead toward its delivery. There are numerous factors over which only the editor has control which can insure a prompt delivery. By carefully organizing and planning the materials, last minute errors can be avoided.'

First, through figuring out the budget with your company representative, the number of pages should already be determined. Second, preparation of how those pages are to be filled needs to be planned. A ladder diagram (two are included with the materials and supplies furnished by the publishing company) should be a priority. This diagram represents the pages of the yearbook, and the editor and staff use the diagram as an outline. With this diagram outline, a projection of the layout of the yearbook itself can be determined. An illustration of a ladder diagram is shown on the page 20.

Achieving cooperation from the different clubs and organizations will also facilitate meeting deadlines and ensure prompt delivery. If the editor and her staff have decided to include write-ups on the different organizations, send out memos to inform the group

TYPE SPECIFICATIONS

Name of School Pembroke State University Job No. 1325

Date Submitted
9/1/79

Are pages numbered? Yes No
Location bottom left and right corners
Explain special numbering _____

Use Ad Borders A B C
(check one) NO ADS

FAMILIES OF TYPE

Please check the family of type you have chosen to use in your yearbook. Refer to type guide before choosing.

- | | | |
|--|---|--|
| <input type="checkbox"/> Bodoni | <input type="checkbox"/> Helvetica | <input type="checkbox"/> Garamond |
| <input type="checkbox"/> Bodoni with Italics | <input type="checkbox"/> Helvetica with Italics | <input type="checkbox"/> Garamond with Italics |
| <input type="checkbox"/> Times Roman | <input type="checkbox"/> Metroline | <input type="checkbox"/> Modern |
| <input type="checkbox"/> Times Roman with Bold | <input checked="" type="checkbox"/> Metroline with Bold | <input type="checkbox"/> Modern with Bold |
| <input type="checkbox"/> Optima | <input type="checkbox"/> Colsonia | <input type="checkbox"/> Palatino |
| <input type="checkbox"/> Optima with Bold | <input type="checkbox"/> Colsonia with Italics | <input type="checkbox"/> Palatino with Italics |

SPECIFICATIONS

Body Copy: Size 10 pt solid 1/2 pt lead indented not indented

Captions: Size 8 pt solid 2 pt lead

Identifications (Groups): Size 8 pt solid 2 pt lead

Identifications (Individuals): Seniors 10 pt Underclassmen 8 pt Faculty 8 pt
(Specify Point Size) (Specify Point Size) (Specify Point Size)

HEADLINES

NOTE: Before completing this section, be sure to read type guide CAREFULLY.

We have counted units and wish our headlines to justify to the drawn line as indicated on layout.

Place a check in the box opposite the style you have decided to use!

- | | | | |
|--|---|--|---|
| <input type="checkbox"/> 18 — Garamond | <input type="checkbox"/> 108 — Optima | <input type="checkbox"/> 140 — Optima Italics | <input type="checkbox"/> 148 — Helvetica Bold Condensed |
| <input type="checkbox"/> 19 — Garamond Italics | <input type="checkbox"/> 109 — Optima Bold | <input type="checkbox"/> 141 — Palatino | <input type="checkbox"/> 149 — Helvetica Bold |
| <input type="checkbox"/> 100 — Bodoni | <input type="checkbox"/> 178 — Times Roman | <input type="checkbox"/> 142 — Palatino Italics | <input type="checkbox"/> 150 — Helvetica Black Italics |
| <input type="checkbox"/> 101 — Bodoni Italics | <input type="checkbox"/> 179 — Times Roman Bold | <input type="checkbox"/> 143 — Palatino Bold | <input type="checkbox"/> 151 — Quadrata |
| <input type="checkbox"/> 102 — Colsonia | <input type="checkbox"/> 180 — Mellor | <input type="checkbox"/> 144 — Helvetica Bold Outline | <input type="checkbox"/> 152 — Latin Extra Condensed |
| <input type="checkbox"/> 103 — Colsonia Italics | <input type="checkbox"/> 181 — Mellor Bold | <input type="checkbox"/> 145 — Helvetica Light | <input type="checkbox"/> 153 — Linotext |
| <input type="checkbox"/> 104 — Helvetica | <input checked="" type="checkbox"/> 182 — Metroline | <input type="checkbox"/> 146 — Helvetica Light Italics | <input type="checkbox"/> 154 — Shelley Allegro Script |
| <input type="checkbox"/> 105 — Helvetica Italics | <input type="checkbox"/> 183 — Metroblock | <input type="checkbox"/> 147 — Helvetica Condensed | <input type="checkbox"/> 155 — Snell Roundhand Script |

Important Notice: Your copy and layout sheets will be followed for format and style. Read carefully the instructions in the type guide. Headlines will be set 24 point unless otherwise indicated.

Note any special instructions 24 pt serif

If we find it necessary, may we alter layout for copy fit.

Signed: For the School Terrie B. Johnson Signed: For the Company Ed. Gallatore

ladder diagram?

A planning tool.
 Page allocation, how many pages for each subject.
 Odd number pages always on right.
 Specifically what will appear on each page.
 The time and place to experiment is at the beginning and on a ladder diagram.
 Finalize it before you do any layouts.

		1	Title page
Prologue	2	3	Prologue
Prologue	4	5	Prologue
Prologue	6	7	Prologue
Prologue	8	9	Contents
Divider	10	11	Divider
Administration	12	13	Administration
Faculty	14	15	Faculty
Faculty	16		

		1	Title page
Chancellor Given?	2	3	Yearbook citations
In Memory of	4	5	Table of Contents
Divider	6	7	Divider
Administration	8	9	Administration
Administration	10	11	Administration
Administration	12	13	Administration
Faculty	14	15	Faculty
Faculty	16	17	Faculty
Faculty	18	19	Faculty
Faculty	20	21	Faculty
Faculty	22	23	Faculty
Divider	24	25	Divider
Sports	26	27	Sports
Sports	28	29	Sports
	30	31	

president that copy is needed and ask them to please send them to the office. Such copy may include the name of the organization or club, the officers, the purpose of the group, and a summary of the activities they sponsor or participate in. As was previously discussed, a convenient time to obtain this information is at the time scheduled by the photographer for the group picture.

Finally, knowing where to obtain photos of faculty, photos of certain events that possibly the staff photographer was unable to obtain, and possibly where to go when campus events are rescheduled will also make it possible to meet deadlines when unexpected emergencies arise.

In the event a faculty member, for example, does not have an individual picture taken, Gene Warren in the Public Information Office in Old Main has a file, and in most cases, a photo of all faculty and staff members on the Pembroke State campus. Bill Hunt, the photographer employed by Pembroke State, will be responsible for taking photos of countless campus events; therefore, he may be able to provide the yearbook with needed photos. Another source for photos is The PINE NEEDLE, the college newspaper. And the Student Affairs Office is a good source for general information concerning several aspects of student life and activities.

Preparation of an accurate layout is probably the most important phase of yearbook production. It is the basic plan by which the book is built and must be followed by both the yearbook staff and the publishing company.

Photograph position and size, copy and headline placement, and

other structural information are supplied by the layout. (Layout pages are furnished by the publisher, and correspond exactly to the width and height of the page). Facing pages appear opposite each other on these layout pages. Any special instructions should be printed legibly in the left margin only. Headlines should be the only written copy to appear on layout sheets. All other written copy must be typed, double-spaced, on the appropriate copy sheets provided by the publishing company.

There are two types of copy sheets, one for the pica and another for the elite typewriter. Be sure and fill in the asked-for information on the top, left-hand portion of the copy sheet--name of school, address, page number, and job number. (The INDIAN-HEAD job number is 325). The type guide book provided by the company will give the editor the size types offered and how much line space is needed. These copy sheets must be typed in accordance with the amount of space designated on the layout sheet. A sample copy sheet is shown on the following page.

All pictures, art, and copy should be labeled correctly. Beginning anew on each page, number all picture and art spaces numerically; all copy should be labeled alphabetically. Small stickers to indicate page and picture number are provided by the publisher. Place a sticker on the back of every picture, making sure that picture and layout correspond.

The publishing company provides carbons for all copy and layout pages. The editor and staff must keep carbon copies of the originals, which are mailed to the publisher. The editor and staff will need the carbons as a reference by which they may check the proofs for accuracy.

copy sheet

Hunter Publishing Company, Winston-Salem, N.C. 27103

Type All Copy Double-Spaced

THIS SHEET IS TO BE USED FOR ONE LAYOUT PAGE ONLY

THIS SHEET IS ONLY AN APPROXIMATION

School Pembroke State U. 325
Address College Rd. Pembroke, NC
Page No. 4 Sheet 1 of 2

Start Here
↓

0 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95 100

Bodoni Calibri Garamond Helvetica Miller Metrolite Optima Palatino Times Roman

Faculty/Staff Citations - Headline A) 24 pt.

Mrs. Wyona Duffer - Headline B) 12 pt.

Mr. David Eliades - Headline C) 12 pt.

citations/six - copy AA 8 pt.

any typed copy would
be double-spaced and
labeled.

} copy
A.

REFER TO THE TYPE AND PREPARATION GUIDES FOR ADDITIONAL INFORMATION.

0 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95 100

Consistency is the basis for a good layout design as well as for consistent style for copy. The indication of copy blocks, headline structure and page format must be consistent in form if the book is to be cohesive. In preparing copy sheets, eliminate as many errors as possible, especially misspellings of names. Use abbreviations and punctuation marks consistently. Instructions should be marked on the copy sheet corresponding with its placement on the layout page. Also, type size needs to be indicated. Headline type size is automatically printed as 24 inch type by the publishing company unless otherwise instructed on the copy sheet.

Careful reference to the layout should be made when planning, selecting and cropping pictures. By omitting excess background, for example, a picture's focal point may be emphasized. Skillful cropping of photographs can create a professional appearance for the yearbook. The editor and staff should be aware of the following: crop marks should be placed on picture margins. If the picture has none, tape white strips of paper onto it. Never place crop marks on the back or on the surface of the print. Note: It is unnecessary to crop the individual portraits for class sections.

Taylor Publishing Company of Texas offers suggestions for insuring good photography: "In order that the desired level of photo reproduction quality appears in your yearbook, several factors must be kept in mind. Quality of picture reproduction is never better than the quality of the original photograph. Photos should be reasonably close in size to the desired size in the finished book."¹⁸ Hunter Publishing Company can enlarge photos

up to 300 per cent of the original size and can reduce them to as little as 14 per cent. However, it should be noted that as a picture is enlarged, the sharpness of the subject is diminished. So, whenever possible, have the photographer make prints very nearly the size desired.

It is important to know approximately how much copy is needed to fill in the layout block. The method most often used is the character count method. The steps for this method are as follows:

1. Take the number of characters that will set in a pica/elite of space and multiply it by the number of picas/elites in the length of line to be used. For example, suppose the number characters per pica type is 3.5 and the line width is 12 picas (two inches). These statistics mean that there are 42 characters per line. The copy sheet should be marked at 42 spaces. (The sheet is numbered by spaces across the top and bottom of the sheet. Draw a pencil line from top to bottom at this point.) Do not worry if a few more or less spaces are typed. These variations can be altered in the final setting by the company.

2. This set of instructions deals with the depth of the copy. Consider that enough copy is needed to fill a six-column-inch space. In order to find out how many lines of type can fit, consider the following: using the 3.2, multiply 3.2 by 6 (6-column-inch) and the result is the number of lines that can be used. In this particular case, 19 lines of copy are needed.

In preparing the layouts, etc., for shipment, there are several steps that have to be followed.

First, all copy should be placed in a large manila envelope provided by the company. KEEP THE CARBONS. The front of the envelope asks for name of school, etc. and should be filled out.

The same goes for the photos. Each page of photos is to be placed in a separate envelope. If there are five pictures to page 10, put the five in one envelope, fill out the front as with the copy envelope, and seal the envelope. Then go on to the next page. DO NOT SEND ALL PICTURES IN ONE ENVELOPE.

Next, separate the original carbon sheets and place the originals in the shipment box. KEEP THE CARBONS.

A form to be sent with each shipment is provided in the preparation guide book. Fill this out and place it inside the box. (Turn to the next page.) Now--tape securely shut and mail it!

Promptness in meeting deadlines can not be stressed enough. Missed deadlines may not only delay the delivery of the yearbook, but will also add to its cost!

The editor will realize the importance of eliminating errors by careful attention to details when she receives a set of blue page proofs from the publisher. These proofs offer the opportunity to correct any errors which may appear on the pages. They should be read, marked, and returned within three days. A red ball point pen is provided to clearly mark any changes desired. But, the editor must be aware of the cost of making changes. A price listing of changes will be provided with the proof pages.

SHIPMENT FORM

SCHOOL Pembroke State Univ JOB NO 335 DATE SHIPPED Jan 21, 1980

THIS SHIPMENT CONTAINS: 60 pages, complete with layout, photographs, and copy

NOTE: Place an "X" beside the number of each page in this shipment in the left column only (below)

1	X	49	X	97	X	145	X	193	X	241	X	289	X	337	X	385	X	433	X	481	X
2		50		98		146		194		242		290		338		386		434		482	
3		51	X	99	X	147	X	195	X	243	X	291	X	339	X	387	X	435	X	483	X
4		52		100		148		196		244		292		340		388		436		484	
5		53	X	101	X	149	X	197	X	245	X	293	X	341	X	389	X	437	X	485	X
6		54		102		150		198		246		294		342		390		438		486	
7		55	X	103	X	151	X	199	X	247	X	295	X	343	X	391	X	439	X	487	X
8		56		104		152		200		248		296		344		392		440		488	
9		57	X	105	X	153	X	201	X	249	X	297	X	345	X	393	X	441	X	489	X
10		58		106		154		202		250		298		346		394		442		490	
11		59	X	107	X	155	X	203	X	251	X	299	X	347	X	395	X	443	X	491	X
12		60		108		156		204		252		300		348		396		444		492	
13		61	X	109	X	157	X	205	X	253	X	301	X	349	X	397	X	445	X	493	X
14		62		110		158		206		254		302		350		398		446		494	
15		63	X	111	X	159	X	207	X	255	X	303	X	351	X	399	X	447	X	495	X
16		64		112		160		208		256		304		352		400		448		496	
17		65	X	113	X	161	X	209	X	257	X	305	X	353	X	401	X	449	X	497	X
18		66		114		162		210		258		306		354		402		450		498	
19		67	X	115	X	163	X	211	X	259	X	307	X	355	X	403	X	451	X	499	X
20		68		116		164		212		260		308		356		404		452		500	
21		69	X	117	X	165	X	213	X	261	X	309	X	357	X	405	X	453	X	501	X
22		70		118		166		214		262		310		358		406		454		502	
23		71	X	119	X	167	X	215	X	263	X	311	X	359	X	407	X	455	X	503	X
24		72		120		168		216		264		312		360		408		456		504	
25		73	X	121	X	169	X	217	X	265	X	313	X	361	X	409	X	457	X	505	X
26		74		122		170		218		266		314		362		410		458		506	
27		75	X	123	X	171	X	219	X	267	X	315	X	363	X	411	X	459	X	507	X
28		76		124		172		220		268		316		364		412		460		508	
29		77	X	125	X	173	X	221	X	269	X	317	X	365	X	413	X	461	X	509	X
30		78		126		174		222		270		318		366		414		462		510	
31		79	X	127	X	175	X	223	X	271	X	319	X	367	X	415	X	463	X	511	X
32		80		128		176		224		272		320		368		416		464		512	
33		81	X	129	X	177	X	225	X	273	X	321	X	369	X	417	X	465	X	513	X
34		82		130		178		226		274		322		370		418		466		514	
35		83	X	131	X	179	X	227	X	275	X	323	X	371	X	419	X	467	X	515	X
36		84		132		180		228		276		324		372		420		468		516	
37		85	X	133	X	181	X	229	X	277	X	325	X	373	X	421	X	469	X	517	X
38		86		134		182		230		278		326		374		422		470		518	
39		87	X	135	X	183	X	231	X	279	X	327	X	375	X	423	X	471	X	519	X
40		88		136		184		232		280		328		376		424		472		520	
41		89	X	137	X	185	X	233	X	281	X	329	X	377	X	425	X	473	X	521	X
42		90		138		186		234		282		330		378		426		474		522	
43		91	X	139	X	187	X	235	X	283	X	331	X	379	X	427	X	475	X	523	X
44		92		140		188		236		284		332		380		428		476		524	
45		93	X	141	X	189	X	237	X	285	X	333	X	381	X	429	X	477	X	525	X
46		94		142		190		238		286		334		382		430		478		526	
47		95	X	143	X	191	X	239	X	287	X	335	X	383	X	431	X	479	X	527	X
48		96		144		192		240		288		336		384		432		480		528	

[] Endsheet Material

Notes (Company Use Only)

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Acknowledgement (Company Use Only)

Hunter Publishing Company

Acknowledges Receipt of _____

pages postmarked _____

THIS IS OUR FINAL SHIPMENT OF COPY. OUR BOOK WILL CONTAIN _____ PAGES

Yet, the editor can not afford to let mistakes go uncorrected on these proof pages. The publishing company will print as is, mistakes or no.

When checking these blue proof pages the importance of keeping the carbon copies becomes apparent. Checking the proofs against the carbons for mistakes in headlines, misspellings, body type, and other errors will indicate who actually made the error, the publishing company or the yearbook staff. The importance in knowing this is that the yearbook is not charged for company errors. Thus, the editor must remember to indicate on the proofs those mistakes made by the company.

At last, yearbook editor, it is all over but the shouting. The wave of sheer relief, will sink in as the last deadline is finally shipped out. The complete satisfaction of having accomplished such a feat as putting together a yearbook will bloom when the editor picks up the first copy of the completed book. Not only will it reflect for every student his time spent on campus--but also reflect campus events that occurred throughout the year. Is the yearbook becoming a thing of the past? As a weary yearbook editor, I certainly hope not. I know the significance and importance a yearbook can come to have in the years to come. The yearbook is an emblem and an earmark of the school and should be treated with the respect and pride it deserves as a tradition that should remain.

And the editor can congratulate herself and her staff on

completing a difficult, time-consuming, but worthwhile assignment, the yearbook. The administration will use it to attract and hold students, and the students will cherish it the rest of their lives.

EVALUATION

Reading over all that I have reviewed, explained, and illustrated in this presentation, I feel I have fairly well covered all aspects of the negotiations of business contracts, working with the many persons involved, and preparing the yearbook for submission to the publisher.

Though much more detail could have been provided to the different type styles, sizes, and cropping of pictures, I feel that these are self-explanatory in guidebooks already supplied in the INDIANHEAD office.

I do feel that through this record of my experiences as a yearbook editor, I will provide a much needed guide for future editors of the Pembroke State University INDIANHEAD.

Included along with this guide are ideas that I feel could be instrumental for future growth and development of the INDIANHEAD, such as the use of advertisements, also, new arrangements that are already in effect, for example, the new INDIANHEAD advisor.

My work as INDIANHEAD editor is complete, and I am proud to say that my staff and I have produced a very fine yearbook for PSU. We worked long and hard; we met all of our deadlines, did not exceed our budget, and the 1980 edition arrived earlier than many past editions. We pat ourselves on the back for what many have told us is "a job well done."

So, as my final contribution to PSU, I present this guide to all future INDIANHEAD editors. I know I have done what I can to leave my mark on this campus that I love, and only hope that others will benefit from what I have experienced and learned.

Joni C. Nethercutt

Joni C. Nethercutt

Editor, 1980 INDIANHEAD

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FOOTNOTE PAGE

¹Billy I. Ross and Ralph L. Sellmeyer, School Publications (Texas Tech University, Allyn and Bacon, Inc., Boston, 1974), p. 5.

²Ibid., p. 5.

³Ibid., p. 145.

⁴Ibid., p. 145.

⁵Ibid., p. 98.

⁶Ibid., p. 186.

⁷Ibid., p. 187.

⁸Ibid., p. 187.

⁹Ibid., p. 187.

¹⁰Ibid., p. 187.

¹¹Ibid., p. 188.

¹²Ibid., p. 190.

¹³Ibid., p. 191.

¹⁴"Yearbook Fundamentals for High School, Junior High Schools, Colleges and Universities" (Columbia Scholastic Press Association, Columbia University, New York, New York, 1978), p. 28..

¹⁵"Thoughts and Instructions on Yearbook Publications" (Hunter Publishing Company, Winston-Salem, N.C., n.d.), p. 24.

¹⁶Ibid., p.24.

¹⁷Ross and Sellmeyer, p. 216.

¹⁸"Taylor Talk: What's New In Yearbooks" (Taylor Publishing Company, Dallas, Texas, 1976), p. 21.