

# YEARBOOK SHORTS

## Why you need to attend a summer workshop

It's an annual mantra...the best thing you can do for your 2000 whatever yearbook is to attend a summer yearbook workshop. I would like to extend that to say that it should be; the best thing you can do for yourself as a yearbook adviser is...attend a summer yearbook workshop.



Summer workshops are short and intensive (sometimes VERY intensive) learning environments where you (and your staff if you bring them) will have a chance to learn from people who have been doing yearbook for many years. And they have been successful at it. Beyond that you will also have a chance to interact with other advisers who are in the same boat (or one quite like it) as you are.

But what if you can't afford it? Here are some ideas that might help you (and your staff) attend the workshop of your choice.

## Consider...

### In-school sources

In talking to many student council advisers, we have found that they regularly contribute money for partial or full camp tuition to cheerleaders, songleaders, band members, leadership students and many others who ask. Why not yearbook staffers or advisers?

## Here's why they should

Your student council spends their entire year planning and carrying out fantastic projects that, without the yearbook, would soon be forgotten in the years to come. Go ahead and appeal to their vanity. After all, don't we all want to be remembered for the wonderful things we do?

Yearbook staffers spend countless hours each year putting out the yearbook, and they receive little recognition for it. Rally squads, bands and sports teams perform before crowds of fans. Other groups do projects that are completed during the school year and receive immediate recognition. Yearbook staffers give out the books, and then school is out. A little recognition in the form of a scholarship should be in order.

If you submit your book for judging, you might appeal to their sense of school pride to help you be the best in the yearbook world. Everyone loves a winner, but you have to train to win.



### Outside of school sources

#### Check into adult booster clubs

Using the same arguments as you do for the student council, address your school's athletic booster club. In particular, stress to them all the incredibly great new ways you will learn to photograph, design and write about the sports program at your school.

These are the parents of the athletes who play for your school. In the years to come, when their kids are grown and gone, their yearbook will be the only official record they will have of their child's athletic accomplishments.

### Check out community groups



Don't forget other groups who support community activities. When you approach them, do so in terms of their supporting a scholarship. Rotary, Kiwanis, the Lions Club, Jaycees and the Chamber of Commerce all have money available for educational endeavors. Some are just waiting for someone to ask for help.

Consider asking them to create a Yearbook Summer Workshop Scholarship that is awarded to someone on your staff on an annual basis.

### Some final thoughts

Require students who are attending to pay at least part of the workshop fees out of their own pockets. Students with no investment of their own often do not invest themselves in the work.

When going to any of the above groups for workshop funding, it's important that the students, not the adviser, go to make the presentation. Make your request in both written and oral form. Look sharp. You will so impress most adults in your community that they will bend over backwards to help you!