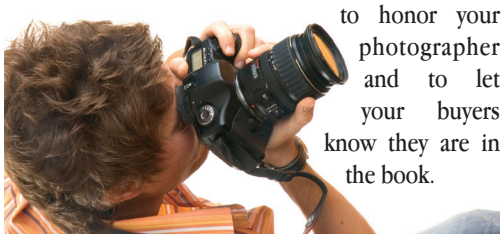
PHOTO OF THE WEEK

A great motivator. Helps sell yearbooks.

If you aren't doing this, you should be. Create a "Photo of the Week" award. You and your editors decide on one photo that came in from your staff in the last week that is better than all the rest.

Then print that photo and find someplace in the school where you can display it, hopefully a showcase in a well-traveled hallway. Include the photographer's name, the subject's names and the fact that it will be in the yearbook. This serves to honor your photographer and to let your buyers know they are in the book.