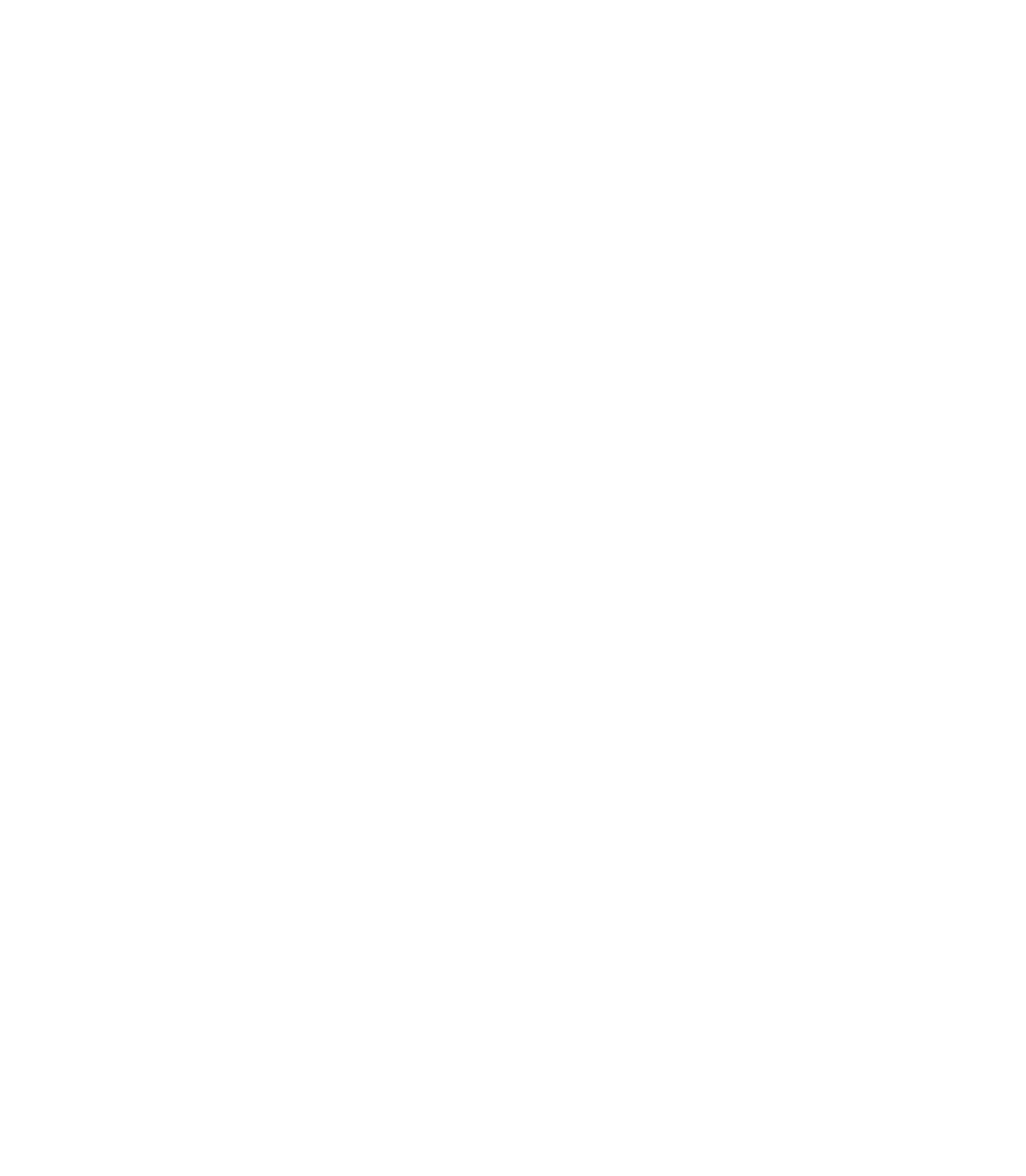
**Editor-in-Chief**



• Supervises all staff members.

• Is accountable to the adviser.

• Delegates specific tasks to other staffers in a fair and equitable manner.

• Ensures all designated tasks are completed by their prescribed deadlines.

• Ensures printer deadlines are met.

• Promotes teamwork and staff morale.

• Acts as an idea source for yearbook design, feature writing, fundraising, photography assignments and all other creative problem solving.

• Constructs ladder diagram with help from adviser and section editors.

• Writes yearbook copy and designs spreads – including endsheets, title page, table of contents, opening and closing sections.

• Sets a good example by working hard.

• Pays attention to details.

• Arbitrates differences between staffers. **Business Manager Advertising Functions**

• Reports to the adviser.

• Supervises selling of all advertising.

• Assigns specific prospects for staffers to call.

• Keeps accurate and up-to-date records of advertising sales and revenue.

• Mails invoices to advertisers and collects payments.

• Responsible for the security of money collected for ads.

• Keeps a record of all sales reports – prospects sold or not.

• Keeps a record of advertising expenses – including gas money.

• Supervises the design of ad pages and the preparation of ads sold.

• Designs or modifies ads when necessary.

• Sets specific monetary goals and time frames for ad sales.

• Sells a share of the advertising.

**Sales Functions**

• Manages the yearbook marketing, promotion and sales.

• Develops creative ideas for yearbook sales campaign.

• Devises a sales strategy and timetable.

• Instructs and motivates staff members on sales campaign techniques.

• Keeps records of all yearbook purchases.

• Organizes an event to distribute the yearbook.

• Oversees the yearbook distribution.

**Section Editor**

• Reports to the editor-in-chief.

• Responsible for the content and design of an entire yearbook section.

• Works with the editor-in-chief to conceive the design and structure of the section.

• Works with other section editors to ensure continuity throughout the book.

• Proofreads all copy for the section.

• Helps write stories, captions and headlines for the section.

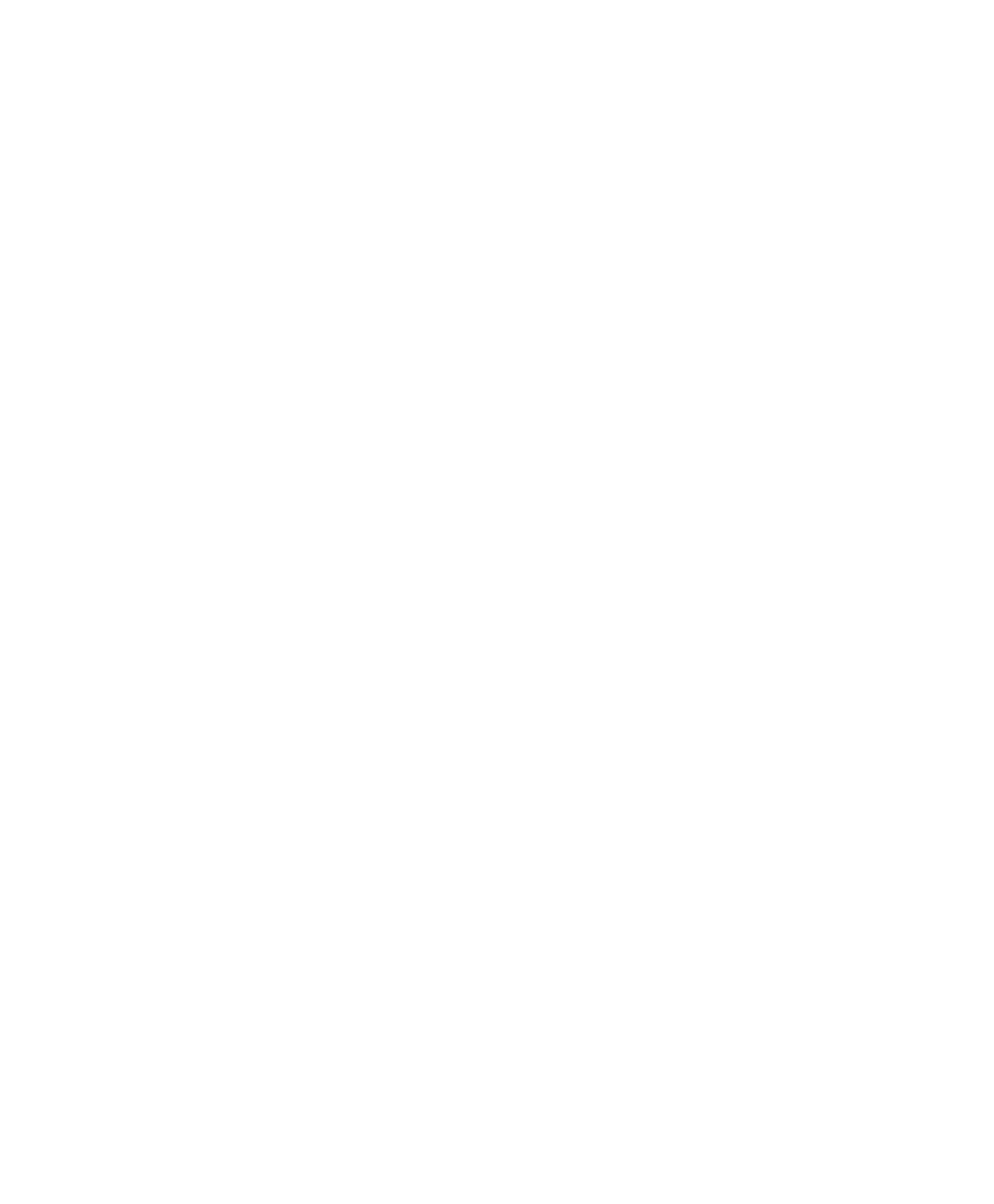
• Completes copy preparation instructions for submission to the printer.

• Instructs and assists designers and writers with their work.

• Assigns specific tasks and deadlines to designers, writers and photographers.

• Updates the editor-in-chief on the progress of work for the section.

**Photo Editor**



• Reports to the editor-in-chief and adviser.

• Manages all photography and photographers.

• Ultimately responsible for the quality and timeliness of all photographs.

• Oversees all photo requests and schedules photographers for shoots.

• Evaluates contact sheets and writes comments or suggestions on the back.

• Controls photo supply inventory and informs adviser of any misuse of materials.

• Ensures the darkroom and photo equipment remain clean and well-maintained.

• Reviews photographers’ work for over or undershooting.

• Personally assumes specific photo assignments as necessary.

• Instructs and advises other photographers on established techniques and procedures.

• Resolves problems between photographers and other staff members concerning photo needs.

**Photographer**

• Reports to the editor-in-chief and/or editor.

• Responsible for shooting photographs as assigned.

• Copies images from camera media to hard drive.

• Edits images down to the final edits (a series of usable pictures).

• Captions all final edits, typing complete caption/

credit information.

• Prints thumbnail copies of everything week by week.

• Regularly inventories all photo supplies and equipment and recommends reordering when necessary.

• Watches school schedule carefully to ensure photo opportunities are not missed.

• Works with other photographers to take both desirable and undesirable assignments.

• Asks questions about photo assignments to ensure a good understanding of what is required.

• Assists other staff members in scheduling photo assignments.

• Carries camera to capture spontaneous events.

• Does not waste photo equipment/supplies or use them for personal projects.

**Page Designer/Copywriter**

**Design Functions**

• Reports to the section editors and editor-in-chief.

• Draws rough or preliminary sketches of each layout for approval by the section editor.

• Carefully follows layout guidelines set by the editor-in-chief and section editors.

• Prepares final layouts carefully (accurately positioning elements) on the computer.

• Produces all work on time.

• Learns all the printer’s instructions and correct copy preparation procedures.

Other Functions

• Assists with additional tasks assigned by the editor-in-chief or section editors.

• Sells fair share of advertising.

• Helps others so all scheduled pages are finished by deadline.

• Makes a final check of assigned pages for errors in design, copy or printer’s instructions.

**Writing Functions**

• Writes copy specified by the editor-in-chief or section editors.

• Assists in brainstorming feature and story ideas.

• Gathers facts for all assigned stories and attends relevant events for accurate reporting.

• Schedules and conducts interviews for yearbook stories.

• Works with photographer to plan photos for stories.

• Ensures copy fits in allocated spaces.

• Submits neat and complete final copy.

• Learns all stylistic and grammatical rules listed on style sheet (e.g., abbreviations, capitalizations, title, etc.).

• Does not plagiarize.

• Uses fairness in coverage, good taste in writing and does not disparage or libel anyone.