

## 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.