video by McKinney staff

bal4.tv/mbe6uyhh

Scan this QR Code to learn
more about yearbook clocking.

Yearbook clocking is a method to check all the pages before submitting them to the publisher. The staff works together to efficiently & methodically check every aspect of each page.

CLOCKING
for copy, captions, headlines
Every staff member becomes an expert in a specific writing problem. Once they have done this once or twice, they won't miss anything.

SENTENCE STRUCTURE
•variations
•transition

AP STYLE/OTHER
•numbers
•parenthesis & brackets

VERBS
•be sure there is one
•correct tense
•subject/verb agreement

SPACING
•after punctuation
•justification

SENTENCES
•fragments
•run-ons

MECHANICS
•abbreviations & acronyms
•capitalization

PUNCTUATION A
•commas
•periods
•colons
•semicolons

USAGE
•problem words
(affect/effect, lie/lay, etc.)

PUNCTUATION B
•quotation marks
•apostrophes
(plurals & possessives)

FORMATTING
•changes in fonts & size
•use of italics, boldface
•indents

SPELLING
(after spellcheck)
•homonyms
•typos

WORD CHOICE
•too formal
•too informal