

HUNT & GATHER

Often the start of the new school year is a time when there isn't much going on that you can cover in the yearbook. Nor is there a lot going on that you can create, page-wise. Use this time to hunt, gather and discover.

First, **hunt down the things you will need once you can get things moving.** Find out e-mail addresses, phone numbers, names and other contact info for administrators, teachers, custodians, secretarial staff, prospective advertisers and just about anyone else that you can think of you might



want to be in touch with as you create your book.

Then **gather as many of the materials as you can and get them set up in advance.** Install software, set up your staff on Yearbook Avenue and get your supplies ready for your yearbook sales campaign.

Discover what you've missed. You will be amazed how many things have changed since you left school just three short months ago. Is there a new administrator with big plans, a new teacher with an exciting curriculum, a change in the coaching staff? We suggest you sit down with your staff and brainstorm all the things that are new and different for this year. Then send them on a treasure hunt to find something that is new or changed that didn't come out during your brainstorming session.

Lastly, **when the staff goes out to hunt, have them establish beats.** This means assigning every staffer four or five teachers, students, sports, clubs, etc. they will contact each week. This way staffers will find out in advance when things are going to happen that may not be on the master calendar.