

BOOTCAMP CHECKLIST

It can be helpful to start the year off with a few weeks of "bootcamp" as training for new staff members and a refresher for the returning staff. Starting by covering your staff manual, and then let the editors teach the rest of the topics. Bootcamp is not only a teachable moment before jumping into production, it allows the editors to establish authority and take ownership of leading the staff. It is well worth the time it takes - promise!

They say that you know you really have learned something when you can teach it to someone else, so this is a great opportunity

to have your editors lead these sessions. At first it can be a little nerve-racking to let go, but it can also be really empowering when they realize the publication is really in their hands.

Preparing for their mini-lesson will help them to remember how they felt when they were new on staff, so they can be sure to cover all the little things they've learned along the way. (Be sure to pay close attention to their lesson and make sure they aren't teaching bad habits/shortcuts and don't leave anything out that is important.)

PHOTOGRAPHY

EQUIPMENT

- parts of a camera
- equipment contract
- checking out a camera

COMPOSITION

- bird's eye + worm's eye views
- leading lines
- rule of thirds
- big groups + small groups
- vertical + horizontal
- pattern & repetition
- unique angles
- framing

SHOOTING

- headshots
- sports
- school events
- permission
- expectations

ORGANIZATION

- turning in photos
- scheduling photoshoots
- grading
- editing expectations
- color correction
- cropping
- horizon line

A chef may use high-end ingredients but that doesn't automatically make the recipe taste great. Just because a photo has great composition doesn't make it a great **journalistic** photo.

A journalistic photo must tell a compelling story.

COVERAGE

1. FILL OUT THE ANNUAL CALENDAR

- school-wide events
- sports seasons
- fine arts performances
- community traditions
- holidays
- deadlines
- academic testing

2. PLAN PUBLICATION LADDERS

START WITH THE NECESSITIES

- title page/cover
- opening
- dividers for each section
- portraits
- closing
- colophon
- advertising
- index

PLAN COVERAGE

- traditional or chronological sections
- theme related coverage
- timely coverage

3. ASSIGN COVERAGE TO PUBLICATION

- yearbook
- newspaper / newsmagazine
- broadcast program
- social media
- other

4. BRAINSTORM CONTENT IDEAS & HOW TO TELL THE STORY BEST

Consider your dominant photo, accompanying story, secondary coverage, and any special modules that would help the reader learn about the topic.

BOOTCAMP CHECKLIST

WRITING

INTERVIEWING

- 5 Ws + H
- question writing
- building rapport
- role playing/practice

ARTICLES

- leads
- quote-transition formula
- news
- feature
- editorial/opinion
- sports

COPY

- quote format
- headlines
- subheads
- captions
- photo credit

EDITING

- proofreading
- round robin editing

MARKETING

ADVERTISING

- contract
- expectations
- grading
- planning space

PROMOTION

- social media
- branding
- campaigns
- sales goals

DESIGN

ANATOMY OF A PUBLICATION

- cover
- masthead
- endsheets
- theme
- signature
- page
- spread

ANATOMY OF A SPREAD

- margin
- gutter
- folio
- body copy
- caption
- credits
- column
- dominant photo
- story
- module / secondary coverage

STYLE GUIDE

- theme fonts
- theme colors
- design elements

SOFTWARE

- tools & controls
- placing a photo
- editing text
- creating a layout
- adding design elements

FINALIZING

- submitting a rough draft
- proofs
- submitting a final draft
- exporting a PDF
- indexing

TYPICAL YEARBOOK COVERAGE

portraits 25-30%
student life 25-30%
academics/orgs 15-20%

sports 15-20%
clubs 10-15%

