

Yearbook Staff Roles

Yearbook staffs come in all sizes and will be comprised of staffers with varying roles. Here is a list of common yearbook staff roles to help you plan your yearbook staff structure.

Editor(s)-in-Chief

- Manages the publication's content and quality; manages a staff of peers
- Together with the staff, creates a theme and a plan for using the theme
- Sits on the editorial board
- Designs or oversees the cover design, endsheets and any theme-related spreads, including opening, closing and dividers
- Writes the colophon
- Conducts weekly staff meetings to review deadlines, as well as upcoming photo and copy coverage
- Compiles the ladder diagram
- Approves any changes to the ladder as coverage develops
- Together with the managing editor, plans celebration days, special holiday activities and birthday celebrations
- Checks and prepares all spreads for submission to Lifetouch
- Establishes all deadlines, including mini-deadlines
- Is actively involved in creating a book sales campaign

Managing Editor

- Manages the publication's content and quality; manages a staff of peers
- Helps the editor finalize a theme and a plan for using the theme throughout the book
- Sits on the editorial board
- Assists the editor in designing the cover, endsheets and any theme-related spreads, including opening, closing and dividers
- Acts as editor in case of absence
- Helps the editor review deadlines, upcoming photo and copy coverage in weekly staff meetings
- Assists in developing ladder diagram
- Together with the editor, plans celebration days, special holiday activities and birthday celebrations
- Plans morale-raising activities
- Checks and prepares all spreads for submission to Lifetouch
- Is actively involved in creating a book sales campaign

Yearbook Staff Roles, continued

Business Manager

- Handles all business transactions, including yearbook sales, advertising sales and bill payment
- Assists the advertising manager with organizing sales campaign
- Sends advertisers copies of their ads for approval before the deadline and keeps the approval or changes on file
- Bills advertisers after they approve their ad
- Organizes and advertises the book's sales campaign
- Records all yearbooks ordered
- Works with the school treasurer on deposits and withdrawals used for yearbook purposes
- Frequently checks the publication's financial balance with the school treasurer
- Sits on the editorial board and participates in all decisions related to yearbook costs
- Organizes any fund-raising campaigns to finance the yearbook or enable student travel to state or national journalism conventions

Photographer

- Carries camera with him/her at all times while at school
- Shoots all assignments or makes arrangements for assignments to be covered
- Collects caption information for photos
- Deletes poor pictures from digital card; uploads remaining images to the appropriate folder
- Backs up original images by burning a CD, labeling the content and filing
- Files all pictures in digital or physical subject files with photographer's name included
- Confirms accuracy of all captions and checks the spelling of all names against the school directory.

Clubs/Organizations Editor(s)

- Arranges all club photos that will be included in the yearbook
- Identifies names on all group shots; ensures that they are entered and edited
- Helps determine a coverage plan designed to guarantee that all active clubs and organizations are featured

Sports Editor(s)

- Records scores for all games and sports
- Collects game/team statistics
- Encourages and maintains positive working relationships with coaches, their assistants and the athletic director
- Organizes sports group photos and identifies all team participants



Yearbook Staff Roles, continued

Copy Editor

- Coaches staff members on possible angles, sources and questions prior to interviewing
- Reads and edits all stories according to AP Stylebook rules
- Confers with staff members on stories that need rewriting or clarification
- Proofreads stories and captions after they are placed on the page
- Checks the spelling of all names
- Reads and corrects all proofs in a timely fashion
- Checks the tone and the accuracy of all headlines

General Staff

- Works with section editor on specific spreads
- Makes sure the proper template is used and that any adjustments to the template are approved by the section editor
- If there is a story on the spread, discusses ways to complete the coverage with the section editor and copy editor
- Interviews, secures quotes and establishes background for the story or photo caption
- Notes number of photos needed and how many are vertical or horizontal
- Writes photo orders and discusses them with the photo editor or photographer assigned to the spread
- Provides photographer a copy of the design template and discusses story angle so photos match the topic of the spread
- Helps brainstorm photo ideas
- Is responsible for taking his/her own photos, he/she should determine when and where to take the photos
- Writes complete captions. On dominant and action/reaction/emotion photos, secures a quote to go with the caption
- Immediately begins work on special coverage; if the spread requires head-and-shoulder shots and a quote collection, that should begin immediately

