

This is the third most important thing you can do to make your 2008 yearbook a success; Meet your deadlines.



#### BACK TO THE BASICS

## Getting your book to your school—on time!

In other words, meet your deadlines. That's pretty simple, but it says everything in those three words—meet your deadlines.

At the start of the school year, we make you a promise. If you meet all your deadlines, then we will deliver your yearbook to your school on the day you need to have it there. No ifs, ands or buts. You meet your deadlines, we meet ours.

And that makes your yearbook a success because your students are depending on both of us to deliver them a product in a specific time frame. If your book is delivered in the spring, there is an implied promise to your students that the book will arrive in time for them to have all their friends sign it before they leave for summer.

If your book delivers in the fall, you have promised them that it will be ready before the graduating class goes off to college.

Either way, it needs to get there on time. You can do it!

**Missed your deadline? Don't worry, it is possible to make each and every one of them without being a slave to yearbook. Check out the how-to article below for concrete ideas on meeting them all.**

#### A HOW-TO IDEA

## Meeting all your deadlines

It is possible. In fact, we know schools and advisers who have never missed a deadline. So we asked a few how they did it. One answer really stuck with us. One long-time (25+ years) adviser told us that he never missed a deadline because he always believed that you couldn't. "That was it," he said. "How can you miss a deadline? You would be dead, wouldn't you? was his response."

We don't think you will drop dead, but we do understand what he meant. It was his attitude. His belief system said he couldn't miss it, and he didn't. You need to believe that as well.

One of the scariest things that happens to me as a rep each year is when a brand-new adviser whom I am meeting for the first time asks me, "So, what happens WHEN we miss a deadline?" Not "if we miss a deadline" but "when!"

## Finalize your ladder

One of the most important things you can do today is to finalize your ladder. Nothing will make you late like having pages that are unassigned. Pages that say "candid" or "to be decided" on them are going to get you into trouble.

The more thorough your ladder is with content (including features, QuickReads, sidebars) listed on it, the easier it will be to complete those pages. So if your ladder isn't totally complete with every page designated, then have your editors do it today.

## When will pages go in

Besides what goes on the pages, your ladder should have definitive dates when each and every double page spread is going to be submitted. If I asked you today which deadline pages 44 and 45 are going to be submitted, could you tell me? You should be able to. So, while your editors are completing the ladder, have them color code it by deadline and decide when each and every page is going in.

## Forget our deadlines

You (as an adviser) need to know when your pages are actually due in the plant. Your students don't. So don't tell them. You and I both know that many students (especially the really busy ones) will put everything off until it ABSOLUTELY has to be done. That means if you tell them the pages have to be in the plant on Christmas Day, they will finish them on Christmas Eve.

Look at your plant

deadlines and make the deadlines for your editors one week before. Then make the deadlines for your staffers to turn things into the editors a week before that. You can't expect your editors to proof everything in one day, and they can't expect you to be able to go over their work in one night. So make your own deadlines and forget ours.

## Celebrate

Once you meet a deadline—celebrate. Have a party, do something fun or maybe just a day off to relax. But do something. All of us do when we finish a huge task, why should yearbook be different?

And when you get to that final deadline—have a BIG celebration. Do something extraordinary. Make it so big that the rest of the school is talking about it. In fact, let the rest of the school know that you finished. Make announcements, put up signs, tell your friends on the faculty and have them tell their classes—the book is finished and will be here on time! Be proud of all you have accomplished. There are not many others in your school who have done as much.

