



## Yearbook Distribution Letter //

Lori Oglesbee, McKinney (Texas) High School

The Lion 2007

# a yearbook like no other...

tradition • school • people

### So keep it that way:

**Be careful** with your endsheet. If you tear out the picture strip we cannot replace your book.

Your book should have **300 consecutive pages**. If you find any pages missing or damaged, please bring your yearbook to room D201. If you find a flaw after you've written in your book, we can replace it, but we cannot allow you to keep both copies.

Put your name on your book. We are always **saddened** when books are lost or stolen, but we cannot replace them for free. Replacement books cost **\$85 cash** and will sell first-come first-served in room D201.

The back cover has a pocket for a **DVD**. If you turn the book upside down or do not close the flap, the DVD could **fall out**. Each book has a DVD when distributed. We know because we stuck them in there. If you lose yours and would like a replacement, a new DVD costs **\$5 cash**.

### Mistakes, Mistakes, Mistakes:

**Believe us**, we have seen the mistakes, and we are sick about them. At this time, there is **nothing** we can do about them. Please do not come to the yearbook room and point them out. Would you want someone to tell you your **newborn child's eyes** are too far apart? Yeah, we didn't think so. But if you love the book, we'd love to know.

Just a slip of paper inside the front cover of each yearbook can avoid lots of hassle. Giving students a heads-up of what the yearbook should have in it and protecting it from theft are important, but the part that can save your sanity is reminding people that you already know about errors in the book. It's a good way to communicate basic information, explain refund or exchange procedures and highlight any special features.

The headline ties into the theme, and the first paragraph is specific to the features of that year.

The second paragraph tells the buyer about the specifics of the book, suggesting that the book be checked for flaws before signing and outlining the procedure for an exchange.

Next, the letter suggests ways the buyer can avoid theft or loss of the DVD supplement. Prices for replacement are also given, which highlights the expense.

Finally, the letter reminds buyers that mistakes happen, and that the staff has likely already discovered the typos and other errors. This statement helps diffuse criticism of the staff at a time when the book should be celebrated.

Inserting a form like this one can be done prior to distribution or included with other materials when the book is received. It could also accompany a reader feedback survey or promotional materials for the next year's book.

The Lion's adviser, **Lori Oglesbee**, is proactive in her communication with colleagues at school. Here's a message she sends to her staff:

Looks like yearbooks will deliver Wednesday, May 10 and we will pass them out Thursday, May 11 during second period. So I will need my yearbook staff and any JI kids you can spare all day Wednesday and 2nd period Thursday. I'll send a list next week.

We will need to interrupt your class the minute we knock to pass out books. We have to distribute 1,500 books in 50 minutes and will need your cooperation to do so. If you will be in the library or in some other remote location, please let me know.

Just wanted to give you a heads up for making plans for next week.

All the proofs we have seen look awesome. We have a copy of the cover in the room and everyone has loved it. We're real excited.

So help us out... I doubt anyone would criticize a football player's fumble in class on Monday after the game. I know no one would tell a theater student how he forgot his lines in the play. However, people tend to love to find errors in a book. The nature of the printed document is for people to find errors. Remember that these yearbook students worked hard on this book all year. As soon as we get a copy we look for the mistakes. When we find one, we're sick. But at that point, there is nothing we can do. So please, do not criticize the book in front of the students or allow other students to criticize. It's our baby, and no parent likes to hear that his/her child is ugly.

If you have a concern about the book, please stop by my room and talk to me privately. If you love the book, tell the world and all these kiddies who spent long, hard hours up here late into the night.

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