

THE more

t h e M E R R I E R

“It’s easier to cover more people the more pictures you can take. In-school and out-of-school assignments give us more coverage.”

-Benjamin Towne, Sterling HS sophomore & novice photographer



1. We assign each staff member 4-8 students for every page the staff member is to create. For example, if Staffer A is to complete the football page, he knows he has to cover these students (not necessarily football players) in our bio/quote boxes, in photos and captions or in the story – this forces the staffer to see these students in a specific context, and it makes sure everyone in the school gets covered at least once.

2. We keep a “leper” list. It’s not a new idea, but it is visual and it does keep things fairly balanced. When a page is finished, a staffer puts a tally mark next to the names on the leper list that correspond to the kids on the page. We can clearly see who is in, how many times, and who is not. We stay away from those on the list. I know programs supply some techno gadget that does this for you, but I think you cannot beat the old-school papers on the wall that kids see every day.

3. Staffers are required to turn in photography each week – one photo they’ve taken in school and one photo they’ve taken out-of-school. This forces staffers to take the cameras to their classes, their jobs, their youth groups, etc. Twelve people trying to shoot 24 events each week (or every other week) sure forces them to cover lots of stuff!

4. At dances and all-school events, staffers know they are to photograph the “unphotographable” kids. It becomes our mission to hunt them down and shoot them. Yes, Sally may be dancing her shoes off right now – go ahead and take a picture – but Sally will also be on the volleyball page, the StuCo page, the play page and the NHS page. MAKE SURE TO FIND RALPH at the dance and take HIS picture because Ralph doesn’t play sports or join clubs – this might be the only school event he attends this year.

5. In designing pages, we try to include at least four photos on the page that can just be pics and idents – just another way to get more kids in the book.



Travis Feil
Self-portrait

Educator and yearbook adviser first at McPherson High School for two years and currently in his third year at Sterling High School in Kansas, Travis serves as a representative on the Kansas Scholastic Press Association.



CAM

v i s i o n

created & compiled by your Creative Accounts Managers:
johnCUTSINGER | tinaCLEAVELIN | shannonWILLIAMS

