



Share & Share Alike

Your staff can never have enough photographs and your readers are snapping pics all the time; host a photography contest and transform your student body into your freelance photographers.



JULIE FAULKNER

teaches at Polk County High School in Benton, Tennessee. There she teaches junior and senior English, is the department chair, yearbook adviser, newspaper adviser, senior class sponsor, photography coordinator, and a member of the school leadership team. Julie has a Bachelor's Degree in Secondary Education, a Master's Degree in English, and an Ed.S. Degree in Instructional Leadership from Tennessee Technological University. She has eight years experience working with middle school, high school, and college students in general, honors, and special education, and she has been a yearbook adviser for four years. In 2009, POCOHI's cover was chosen to be included in the Lookbook, and in 2010, a double-page spread earned an honorable mention in the Josten's Yeartech Online Design contest. Julie's motto with her yearbook staff is: "Everybody's Story. Everybody's Book."

It is just a fact that yearbook staff members cannot be everywhere all the time, however the fact remains that your students are there! And most of them have cameras that could be put to good use in capturing all those special moments that belong in the yearbook.

Host a school-wide photography contest to give your community an opportunity to showcase their talents as well as contribute to the memories of the yearbook.

The contest will not only give your readers ownership into "their" yearbook creating a buzz about the yearbook and staff, but will also get you some amazing photos to help document the story of the year.

PROMOTION: Make flyers with the information and have tear-away strips at the bottom with the ImageShare log-in and password. Advertise on posters and make announcements. Man your staff members with cameras during passing periods and lunch and have them stage a mob freeze or flash mob.

CATEGORIES: Consider five or six categories to keep judging manageable but be sure to include those which will yield photographs that you know will likely have a natural place in the yearbook (student life, academics, clubs, sports) as well as a portraits (Facebook-like) and open category for nature, pets, etc. You might consider a student and faculty/staff division for the contest.

JUDGING: Adviser, professional photographer, administrator/faculty member.

PRIZES: Gift cards, photo featured in the yearbook with photographer's photo and the story of the photo and bio. Showcased in photo show.

PHOTOGRAPHY SHOW: In a visible place in school, display the award winners. Mat the photos with professional identification tags crediting the photographers.

YEARBOOK SHOWCASE: In the book, create a spread where you can feature the winners as well as all of the submissions. Or find a way to photo credit the contest entries if you use them on coverage spreads throughout the book. If you have enough entries, create a photostrip in the index to include all entries.

SAMPLE RELEASE FORM: The undersigned (photographer and subjects in photo) hereby consent that any photograph submitted for this contest may be used for inclusion in the year without any additional consideration to the undersigned.