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Mansfield ISD Yearbook Guidelines



HELLO!

I am Leland Mallett.

I'm here to help make your yearbook production experience a good one and to keep you out of the news and lawyer's office.

682-314-0721 | lelandmallett@misdmail.org



Presenter & Resources

Leland Mallett, Legacy High School

Publications adviser for 22 years.

Education degree emphasis in journalism and communications.

Works with publishing companies and scholastic journalism organizations.

Student Press Law Center

Resources, links, forums and lessons on journalism law including FERPA and Copyrights.

Contact a media lawyer for student publications for free.

www.splc.org



Why This Presentation?

Understand Basic Laws/Regulations for a Student Publication

Learn the basics of copyright laws and FERPA

Learn good practices for completing a yearbook

Tips for your year and ways to make your job easier and avoid angry parent complaints after distribution.

Review new guidelines set by MISD executive council

A checklist of items and working with your yearbook publisher and administrator.

1

Functions of a Yearbook

Let's start with what goes in the book.



Purpose of the Yearbook

- Memories
 - Events, Sports, Fun
- History Document
 - Stats, Records, World events
- Public Relations Tool
 - Shared with community, represents school
- Reference Tool
 - Students, teachers, who was in what club, sport

“*Yearbooks are the only thing you'll have years from now about the time spent in school.*”



Focus on Facts

Cover facts about the year and avoid opinions. Tell what happened during the year. Let your reader use the facts to spark memories of the events.



2

Items to Cover in the Yearbook

What specific things should go in the book?



Things to Cover in the Yearbook

- Events
 - Plays, parties, field day, parent nights, etc.
- Sports
 - ▶ Action shots, team photos, practice photos, behind the scenes of things
- Student showcases
- Academics
 - ▶ Classes, class projects, learning

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Working with your administrator

Your role and the role of your campus principal



Working with your Administrator

Deadlines

After meeting with your yearbook representative, go over all company deadlines with deadlines and agreements with the yearbook company.

Content

Your administrator is a part of team establishing what goes in the book. He/She also has to approve and look over for copyright, FERPA and other issues.



Working with Your Administrator

Missed Deadlines

If a deadline is missed, you should inform your administrator in case of possible delay of distribution.

Financials

Go over budget needs, yearbook cost and price to buyers. You may want to discuss these items with your yearbook rep.

Checklist

Go over final checklist before submission with your principal. Look for any legal violations.

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Working with Yearbook Company

A healthy relationship with the yearbook rep



Working with your Yearbook Company

- Set up deadlines
- Establish a budget
- Create a plan for sales collection and marketing plan
- Ask about software training
- Schedule times for regular visits
- Curriculum and training for staff

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Working within Copyright Laws

There's a time to print and a time to restrain



Copyright Restrictions

- General Rule: If you didn't create it, don't print it
- Misconception: Giving credit allows for publication



Copyright Pitfalls

- Using images from movies
- Copying from the internet
- Using social media photos without permission
- Publishing photos from professional photographers
- Creating theme or pages from advertising campaigns
- Printing song lyrics

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Understanding FERPA Laws

Privacy is important



Family Educational Rights and Privacy Act (FERPA)

Special
Populations

Medical
Issues

Disciplinary
Situations



Family Educational Rights and Privacy Act (FERPA)

Special
Populations

Students in Special Populations Cannot be Identified as such

Special Education

Gifted/Talented

Advanced Classes/AP

Grades earned (GPA, class rank)

General Rule: Simply label the student. (John Smith, first grade) (Sally Johnson, 10)



Family Educational Rights and Privacy Act (FERPA)

Medical
Issues

**Students with any kind of
medial issue cannot be
labeled as such**

Injuries

Asthma

Dyslexia

Type 2 Diabetes

General Rule: Nothing on a 504 plan should be shared or printed.



Family Educational Rights and Privacy Act (FERPA)

Disciplinary
Situations

**Students who are disciplined
cannot be identified for such
reasons**

In/Out School Suspension

Detention

No Recess

Folder signing

General Rule: Discipline referrals are not for publication.

7

Danger Zone

Items to avoid printing or take note of



Drugs, Alcohol

Gang Activity

Foul Language

Sexual References

Racial/Ethnic Slurs



Boycotting School

Violence/Threat Of

Fights

Political Opinions

Hand Gestures

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Other Items

Take note of these things as well



Other Items to Take Note Of

- Do Not Print List
 - Registrar or Principal's Secretary
- Sales and Deadlines and Budget
- Record Keeping
- Equipment Management
- Name Changes
 - ▶ New Name Change form
- Business Office Procedures
 - ▶ On campus sales, extra books, fundraisers
- Communication with Parents



Other Items to Take Note Of

- Working with the photo company
 - Portraits
 - Team Photos
 - Class Photos
- Parent Photo Help
 - ▷ Yearbook company upload system
 - ▷ Careful of used images

In Closing

Focus on the things you can print!

Know the things you can't.

Tell the story of the year.

Have fun.

Ask for help.



Good Luck!

Leland Mallett

Legacy High School

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