



HERFF JONES®
A Varsity ACHIEVEMENT Brand

WHY

YEARBOOK?

BECAUSE YEARBOOK...

...AND OTHER JOURNALISM KIDS DO BETTER

Research from 1987 was recently replicated with the same results, reconfirming that students who work on high school publications such as yearbook get better grades in high school, score better on the ACT, earn better grades as college freshmen and are more involved in activities offering leadership and service opportunities.

...IS THE EPITOME OF EDUCATIONAL EXCELLENCE

With all the lessons learned by yearbookers, there's a clear correlation with even the most rigorous educational expectations. The process has offered "authentic assessment" since day one and the book itself is a "performance portfolio." It's easy to see how yearbook aligns with the Common Core's emphasis on research, reflection and revision, and the four C's touted by the Partnership for 21st Century Skills (critical thinking, collaboration, communication and creativity) are naturally a part of the yearbook process. Talk about cross-disciplinary learning!

...TEACHES LIFE-LONG LESSONS

In addition to learning about photography and design, yearbook students become better communicators and stronger leaders. They meet real-world deadlines, deal with significant budgets and produce the only permanent record of the school year. Former editors are quick to credit yearbook with teaching them life lessons that were beneficial as they transitioned to college and continue to be valuable in their professional lives.



“I do a lot of recruiting for MBAs and we get a number of journalists who want to transition to business. When I look at the journalism degree, I see that as someone who is driven, detail-oriented, smart, intellectually curious and has good writing skills. I know that this person comes with those fundamental skills.”

Thao Tran

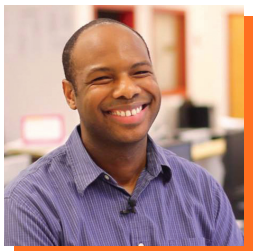
*General Manager, Corporate Digital Group at The Washington Post Company
Editor-in-Chief 1993 - Joseph George MS; San Jose, CA
The American Editor-in-Chief 1996, 1997 - Independence HS; San Jose, CA
Yale Daily News Production Editor 2000 - Yale University
BA Political Science - Yale University 2001
MBA - Stanford University 2006*



“There are parts of being a journalism student that I still have with me... Just the necessity of getting somebody’s name spelled correctly...that’s really important. When you’re corresponding with people for whatever reason, spell their name right. Do some research. Look into who they are. Do your homework. Be curious about life and other people.”

Gary Conover

*Photographer/Photojournalism teacher
Hoofbeats Photo Editor 1992- Wichita Southeast HS; Wichita, KS
Royal Purple Photo Editor 1994, 1995, 1997- Kansas State University
BA Journalism & Mass Communications - Kansas State University 1996*



“The biggest misconception about working on a publication staff is that it’s all about writing or taking pictures. I like kids who are business-minded to be on staff because we do a lot of marketing. It isn’t just enough to have a product; we actually need to sell the product.”

Anthony Whitten

*Journalism teacher, yearbook and newspaper adviser
Heritage Editor-in-Chief 1999 - Park View HS; Sterling, VA
Corks & Curls Business Manager 2001, 2002, 2003 - University of Virginia
BA History, African-American Studies & Master of Teaching - University of Virginia 2004*



Students know some advantages of being on the yearbook staff. Staffers are aware of what's going on at school. They have access to great photo and computer equipment. Yearbookers learn real-life skills and get to leave their mark by creating a book that lasts forever. But there are even more great answers to the question

WHY YEARBOOK?

Check out the actual study detailing how journalism benefits students by at: yearbookdiscoveries.com/journalism-students-better/



Let your students discover their true potential through yearbook.

Together, we can.

yearbookdiscoveries.com

