

FIN
YEARBOOK

MARKETING

Jostens[®]

First Things First

Rules of Yearbook Marketing



Have marketing campaigns
with memorable order-by deadline dates.

First Things First

Rules of Yearbook Marketing



Have designated marketing campaigns with memorable order-by deadline dates.



Enforce a final deadline to guarantee a book – NO EXTENSIONS.

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Market in a variety of ways – postcards, email, posters, displays.

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Every marketing piece should cover what, when, where, how and cost.

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HAVE FUN!

Memorable Sales Deadlines

Memorable deadlines are key to sales success.
PLUS, deadlines give you accurate numbers
for your budget planning.



Customize Your Deadlines

Sales Week Possibilities Include...



Homecoming // Order Now, Get Free Icons

First Things First

Sales Week Possibilities Include...



Homecoming Game // Order Now, Get Free Icons



Halloween // Last Change
for the Lowest Price of the Year

First Things First

Sales Week Possibilities Include...



Homecoming Game // Order Now, Get Free Icons



Halloween // Last Chance for the Lowest Price of the Year



Pre-Thanksgiving // Payment Plan if Ordered
Online through [JostensYearbooks.com](https://www.JostensYearbooks.com)

First Things First

Sales Week Possibilities Include...



Homecoming Game // Order Now, Get Free Icons



Halloween // Last Chance for the Lowest Price of the Year



Pre-Thanksgiving // Payment Plan if Ordered Online through [Jostens Yearbooks.com](https://www.jostens.com)



January 29 // Last Chance
To Guarantee You'll Get a Book

Do Not Run a Campaign on These Dates



Winter Break Plus the Week Before
and the Week After

Do Not Run a Campaign on These Dates



Winter Break Plus the Week Before and the Week After



Thanksgiving Week

Do Not Run a Campaign on These Dates



Homecoming Game // Order and Get Free Icons



Thanksgiving // Payment Plan if Ordered Online through [Jostens Yearbooks.com](https://www.jostens.com)



Dates of National Campaigns if Using CMP To Help Sell the Book



October 3 - 7



December 5 - 9



March 6 - 10

Memorable Sales Deadlines

Rules are great, but we need
to create a road map to make it all happen.
Let's make marketing fun!



If Your Audience Loves It

They Will Buy It Year After Year



Choose
a theme
you all support

If Your Audience Loves It

They Will Buy It Year After Year



Choose a theme
you all support



Make a plan:
Weave marketing
and theme together

If Your Audience Loves It

They Will Buy It Year After Year



Choose a theme
you all support



Make a plan:
Weave marketing
and theme together



Engage your audience
all year long

If Your Audience Loves It

They Will Buy It Year After Year



Choose a theme
you all support



Make a plan:
Weave marketing
and theme together



Engage
your audience
all year long



Cater to your audience

Weave Marketing and Theme Together

When marketing campaigns stem from a strong yearbook theme, creative magic happens.



Yearbook Cover

So you can
get an idea
of the look:



Yearbook Cover



Yearbook Spreads

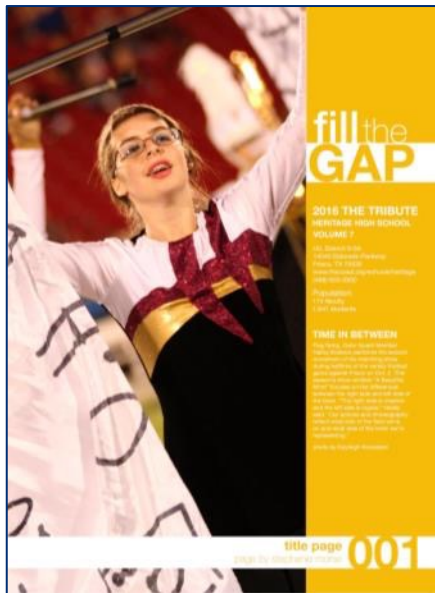


Opening Page

Yearbook Cover



Yearbook Spreads



Opening Page



Closing Page

Yearbook Cover



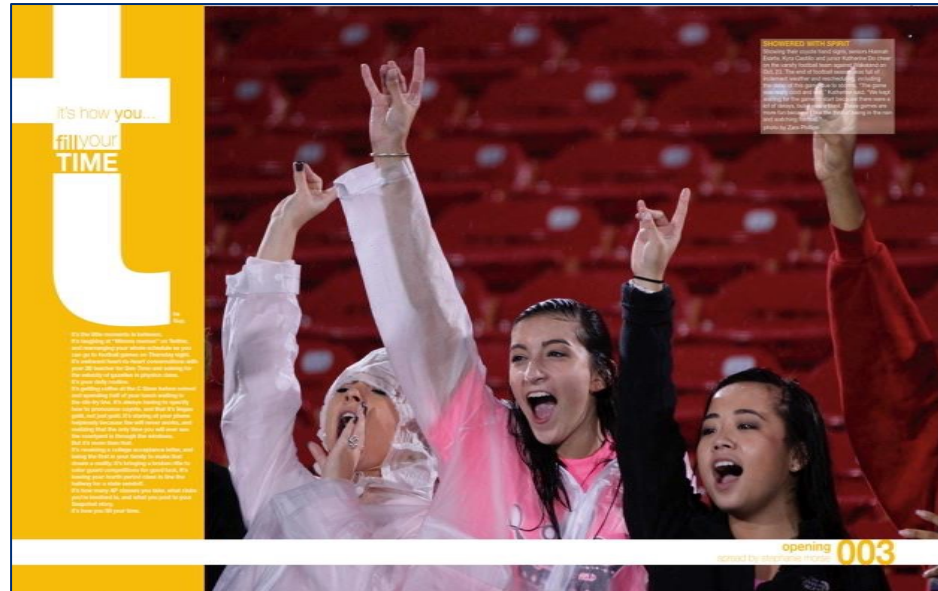
Yearbook Spreads



Opening Page



Closing Page



Division Spread

Yearbook Cover



Postcards to Parents, Website Banner, Social Media Posts

**How will COYOTES
fill the GAP?**

It's how they spend their time, from freshman year to senior year. While your coyote is living the story, we're covering it.

As a welcome to Heritage, we are running a special for you. Save \$10 off the inventory price if you order by Sept. 15. Icons are also free, which is another savings of up to \$14. You know a good deal when you see it. Visit our website to purchase your yearbook today.

coyoteyearbook.com

The banner features a large, stylized white lowercase 'h' on a yellow background. The text is arranged in a clean, modern layout with a mix of white and yellow colors.

Creative Inspiration Strikes! 12 Weeks of Yearbook

Dates	12 Weeks of Yearbook Give Aways	Cost
11/13	2 \$10.00 Chick-Fil-A Gift Cards	\$20.00
11/20	1 Target Gift Card "Buy for your family"	\$30.00
11/27	Black Friday Sale \$10.00 Off	\$0.00
12/4	1 Stonebriar Gift Card "Buy for your friends"	\$25.00
12/11	2 Movie "Peak Time" Tickets, plus a little extra for concession	\$26.00
12/18	2 Ice Skating Tickets and Skate Rental	\$26.00
12/25	Heritage Blanket	\$29.00
1/1	2 \$10.00 Chipotle Gift Cards	\$20.00
1/8	Suit Your Niche: 1 \$20 to Sephora; 1 \$20 Barnes and Noble; 1 \$20 Game Stop	\$60.00
1/15	Heritage Scarf for one winner, Heritage Ball Cap for one winner	\$34.00
1/22	Free Yearbook	\$60.00
1/29	Free Yearbook	\$60.00
		\$390.00

Yearbook Cover



Postcards to Parents, Website Banner, Social Media Posts

OW will COYOTES
fill the **GAP**?

12 Weeks of Yearbook continues for week #5! Four weeks down, 8 to go to guarantee your Coyote has a yearbook!

To thank our buyers, we are holding weekly drawings for cool prizes for those who have purchased! This week's prize is an AMC gift card to enjoy a movie for two at peak time during the winter break!

Current yearbook price is \$70. [Click here to purchase.](#)

coyoteyearbook.com
While your coyote is living the story, we're covering it.

 follow us on
Instagram or Twitter:
[@coyoteyearbook](https://www.instagram.com/coyoteyearbook)

 like us on
Facebook:
Heritage HS
Yearbook

The banner features a large white lowercase 'h' on a yellow background. Inside the bottom curve of the 'h', there is a red and white striped popcorn bucket overflowing with yellow popcorn. The words 'POP CORN' are printed in red on the sides of the bucket. The text 'OW will COYOTES fill the GAP?' is displayed in white and yellow. Below this, there are three paragraphs of promotional text. At the bottom, there is a yellow bar with the website URL 'coyoteyearbook.com' and a tagline. Social media icons for Twitter, Instagram, and Facebook are included with their respective handles and names.

Yearbook Cover



Postcards to Parents, Website Banner, Social Media Posts



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coyoteyearbook.com
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 follow us on
Instagram or Twitter:
[@coyoteyearbook](#)

 like us on
Facebook:
Heritage HS
Yearbook



**OW
h**

**will COYOTES
fill the GAP?**

12 Weeks of Yearbook continues for week #6! Five weeks down, 7 to go to guarantee your Coyote has a yearbook!

To thank our buyers, we are holding weekly drawings for cool prizes for those who have purchased! This week's prize is ice skating and skate rental for two at the Galleria of Dallas for someone to enjoy during the winter break!

Current yearbook price is \$70. [Click here to purchase.](#)

coyoteyearbook.com
While your coyote is living the story, we're covering it.

Yearbook Cover



Sale of Extra Yearbooks That Were Ordered

ONLY **50** **yearbooks LEFT**

We are selling through our inventory copies. Once we are out, we're out! Current price is \$75; click here to purchase.

will **ONE** be **YOURS?**

coyoteyearbook.com
While your coyote is living the story, we're covering it.

follow us on Instagram or Twitter: @coyoteyearbook

like us on Facebook: Heritage HS Yearbook

Yearbook Cover



Sale of Extra Yearbooks That Were Ordered

ONLY
39

yearbooks
LEFT

We are selling through our inventory copies. Once we are out, we're out! Current price is \$75; click here to purchase.

will **ONE** be **YOURS?**

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like us on Facebook:
Heritage HS Yearbook

Yearbook Cover



Sale of Extra Yearbooks That Were Ordered

29
ONLY

yearbooks LEFT

We are selling through our inventory copies. Once we are out, we're out! Current price is \$75; click here to purchase.

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Yearbook Cover



Use a Variety of Marketing Techniques, Displays



Yearbook Cover



Use a Variety of Marketing Techniques, Displays



Yearbook Cover



Use a Variety of Marketing Techniques, Displays



Yearbook Cover



Use a Variety of Marketing Techniques, Displays



Deadline
Emphasized

How
To
Order

Yearbook Cover



Use a Variety of Marketing Techniques, Displays



floor posters generate interest





Grand Blanc Yearbook @GBYearbook · Apr 27

THE KOLOR RUN IS THIS SATURDAY!! You can still register on the day of the



Yearbook Mascot



Use a Variety of Marketing Techniques, Displays



Cater To Your Audience

Think about your content:

What does your audience want to see?

Does your book cover them and their interests?

Pledge to give them the product they want –
a product that is worth the price they pay for it.



Targeting Buyers

Let non-buyers know they're in the book!

Print 3 Flyers per Page

WASHINGTON HIGH SCHOOL PRESENTS
THE YEARBOOK
STARRING
Kaylee Smith
Now showing on pages 34, 36, 74, 103
ORDER TODAY jostensyearbooks.com

Order your YEARBOOK by January 30th for \$50! Please make checks payable to Washington HS Yearbook and drop off in Rooms 205.

Labels: YEARBOOK PHOTO, SCHOOL COLOR, CUSTOM TEXT, SCHOOL NAME, SCHOOL COLOR, STUDENT NAME, PAGE APPEARANCES

Enter Custom Text

Order your YEARBOOK online at Jostens.com and search for Ridgeview High Scho

140 character limit

1. Generate
2. Download
3. Print
4. Sell more yearbooks!



Overwhelmed?

Jostens can help – we are happy to

Provide posters

Mail postcards

Email parents

Marketing Options

In almost every case, the parent pays for the yearbook.



NOTES SENT HOME

- Labor Intensive
- Reaches parents
- Not reliably read

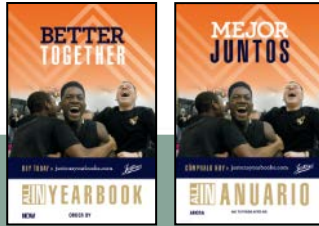
Marketing Options

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POSTERS

- Connects with students
- Creates awareness in the school

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POSTCARDS

- Easy
- Quite effective
- Reaches parents and students

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POSTCARDS

- Easy
- Quite effective
- Reaches parents and students



EMAILS

- Easy
- Inexpensive
- Reaches parents
- Effective

Benefits of Email Marketing

IT'S PREFERRED

#1

Parents rank email #1 as the preferred method of contact*

*Source: 2014 Jostens survey



3 of 4 parents see email as an effective way to learn about the yearbook.*

Benefits of Email Marketing

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*Source: 2014 Jostens survey



3 of 4 parents see email as an effective way
to learn about the yearbook.*

IT'S SAFE



Jostens uses safe practices
to manage campaign
and your data.



Parents can opt out
of promotional emails.

Benefits of Email Marketing

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3 of 4 parents see email as an effective way to learn about the yearbook.*

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Jostens uses safe practices to manage campaign and your data.



Parents can opt out of promotional emails.

IT WORKS



Yearbook sales double with an email campaign.

*Source: 2014 Jostens survey of Jostens customers



Less time spent on marketing logistics = more time spent on student learning.

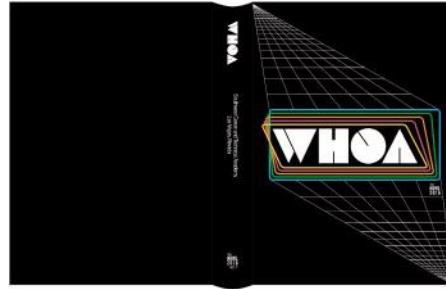
The Distribution Event

Good for Everyone

A strong distribution increases yearbook sales and celebrates the entire school



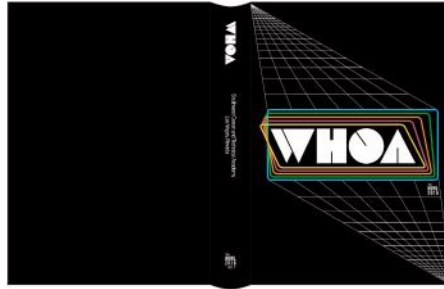
Yearbook Cover



Distribution Event Marketing Wall



Yearbook Cover



Distribution Event Marketing Wall



Key Information about the Event // Date, Time, Cost, etc.

Distribution Event





Excuses, excuses, excuses

Excuse

The yearbook is too expensive.

Excuse

The yearbook is too expensive.

Reason

Usually, the student is speaking for the parent.

Thinks the parent will say no.
Wants to use money for something else.

Excuse

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Reason

Usually, the student is speaking for the parent.

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Solution

Email, call or meet mom and dad.

Have an open house.

Advertise at school drop-off area.

Excuse

I'm never in it.

Excuse

I'm never in it.

Reason

If the student is a junior and has only been in the book as a portrait, why would they want to buy it?

Excuse

I'm never in it.

Reason

If the student is a junior and has only been in the book as a portrait, why would they want to buy it?

Solution

Guarantee
that they will be in it three times.
Use the coverage report.

Excuse

My family cannot afford it.

Excuse

My family cannot afford it.

Reason

Money should go for food, clothing and housing **WAY** before a yearbook.

Excuse

My family cannot afford it.

Reason

Money should go for food, clothing and housing WAY before a yearbook.

Solution

Ask faculty to sponsor a student. See if the school can provide scholarships for the book. Set up a payment plan.

Excuse

I'll buy it my senior year.

Excuse

I'll buy it my senior year.

Reason

Seniors are often covered
more than other classes.

Excuse

I'll buy it my senior year.

Reason

Seniors are often covered more than other classes.

Solution

Provide equal coverage of all grades.
Use the Coverage Report in YBA.

Excuse

I don't need a book. I have social media.

Excuse

I don't need a book. I have social media.

Reason

Students don't realize
that social media comes and goes:
AOL, MySpace, Friendster, etc.

Excuse

I don't need a book. I have social media.

Reason

Students don't realize that social media comes and goes:
AOL, MySpace, Friendster, etc.

Solution

Explain that a book will always exist.
Photos in a yearbook are candid
and tell a story, unlike selfies.

Excuse

I'll buy one later.

Excuse

I'll buy one later.

Reason

The student or parent thinks they can buy any time without repercussion.

Excuse

I'll buy one later.

Reason

The student or parent thinks they can buy any time without repercussion.

Solution

Create a sense of panic. Push sales early in the school year. Count down the days left for the lowest price.

Excuse

It's not a priority in my culture.

Excuse

It's not a priority in my culture.

Reason

Important cultural events or clubs aren't covered OR parents are unaware of it.

Excuse

It's not a priority in my culture.

Reason

Important cultural events or clubs aren't covered OR
parents are unaware of it.

Solution

Cover meaningful events like
quinceaneras or debuts. Email and post
spreads so community sees them.

Excuse

I'll share with my brother/sister.

Excuse

I'll share with my brother/sister.

Reason

Not thinking through how
that would really work.

Excuse

I'll share with my brother/sister.

Reason

Not thinking through how that would really work.

Solution

Discussion: whose friends get to sign the book? When you move out, who gets to keep it?

FIN
YEARBOOK

SOCIAL MEDIA

Jostens[®]

Engage your Audience All Year Long

Use social media to show students in your school just how awesome the yearbook will be.



Create a Social Media Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 FACEBOOK Post early-bird promotion.	3	4 TWITTER Cover teaser	5	6 FACEBOOK Homecoming Dance Survey	7
8	9 TWITTER Caption Contest for Pep Rally photo	10	11 FACEBOOK Kick off "Like Us to Win" contest	12	13 TWITTER Post Replay! Meme from Jostens	14
15	16	17 FACEBOOK Post cross-country state finals photo album	18	19 TWITTER Questionnaire – Who is your favorite teacher this semester?	20	21
22	23	24	25	26	27	28



// GRAND BLANC HIGH SCHOOL [MI]

The Echo

Jostens[®]

Create a Social Media Calendar

Use Facebook or Google for Polls and Surveys...

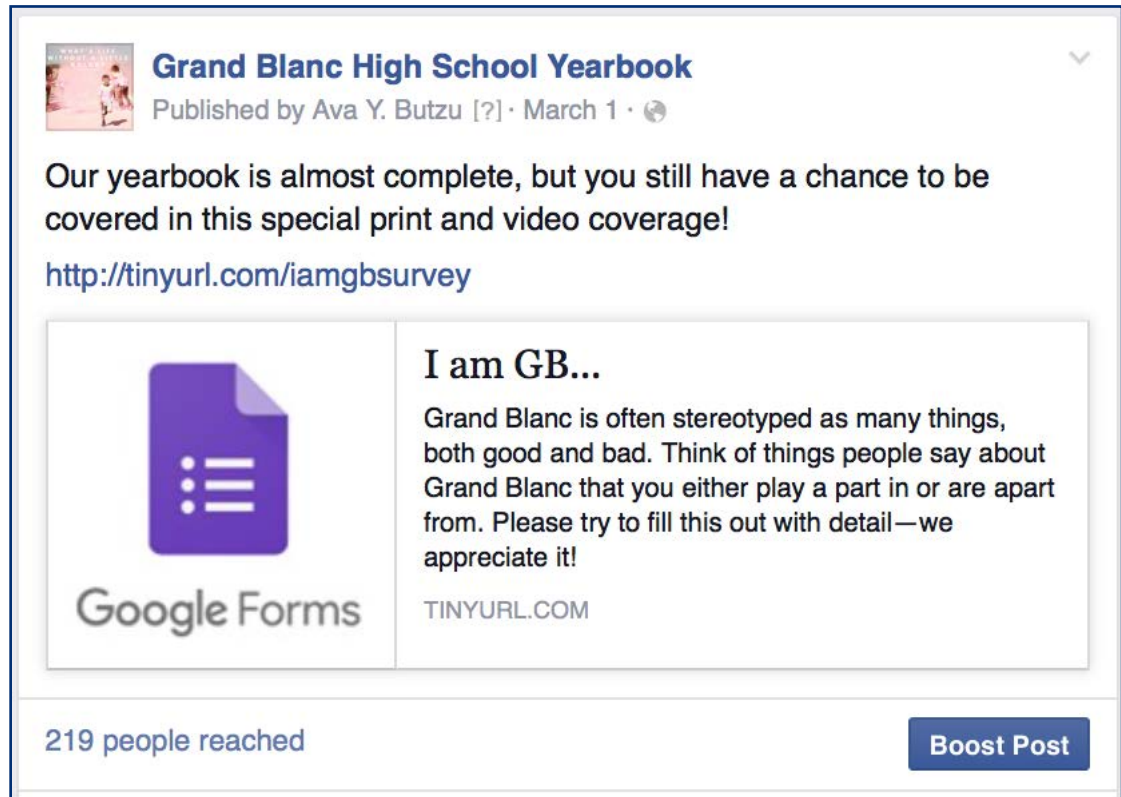


DR Dakota Ridge Yearbook asked a question.
November 5, 2012

YEARBOOK POLL: When you are in the mood for some fresh mex, which do you prefer?

<input type="radio"/> Chipotle	+49
<input type="radio"/> Qdoba	+70


Like · Comment · Share



Grand Blanc High School Yearbook
Published by Ava Y. Butzu [?] · March 1 ·

Our yearbook is almost complete, but you still have a chance to be covered in this special print and video coverage!

<http://tinyurl.com/iamgbsurvey>



I am GB...

Grand Blanc is often stereotyped as many things, both good and bad. Think of things people say about Grand Blanc that you either play a part in or are apart from. Please try to fill this out with detail—we appreciate it!

TINYURL.COM

219 people reached

Boost Post

Engage Your Audience

...Then Use the Results in your Book

The collage features a grid of 16 small portraits of students, each with a name and a short bio. The names and bios are as follows:

- Steph K...**: I'm a student at Grand Blanc High School...
- Steph K...**: I'm a student at Grand Blanc High School...
- Steph K...**: I'm a student at Grand Blanc High School...
- Steph K...**: I'm a student at Grand Blanc High School...
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- Steph K...**: I'm a student at Grand Blanc High School...
- Steph K...**: I'm a student at Grand Blanc High School...

The large portrait on the right shows a young man in a blue floral shirt against a green brick wall. The text "I AM GB, AND I AM..." is overlaid in large, bold, orange letters. A small bio for "Graham Harrison" is visible in the top left corner of the large portrait.

Engage Your Audience

...Then Use the Results in your Book

**I AM GB,
BUT I'M NOT...**

294


*anastasia
before*

Grid of Student Portraits and Text:

- Row 1:** 4 portraits with text boxes above them.
- Row 2:** 4 portraits with text boxes above them.
- Row 3:** 4 portraits with text boxes above them.
- Row 4:** 4 portraits with text boxes above them.
- Row 5:** 4 portraits with text boxes above them.

Engage your Audience

Use Hallway Space for Polls and Surveys



Grand Blanc High School Yearbook added 2 new photos.


Published by Ava Y. Butzu [?] · January 7 · 🌐

Part 2 behind the scenes: Yearbook Week is all about you. It's time for our stories to take center stage. Look for your chance to have your say next week.


The image shows two students sitting at a table in a hallway, writing on a large blackboard. The blackboard has a survey question written on it: "WHAT DO YOU LOVE ABOUT BEING in LOVE ABOUT BEING in THE STANDS?". The survey is numbered 1 through 16. The word "LOVE" is written in large, pink letters. The blackboard also has "PART 2 OF THE GAME!" and "#yearbook" written on it. The students are wearing blue and white clothing.

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PART 2 OF THE GAME!
#yearbook

WHAT DO YOU LOVE ABOUT BEING IN THE STANDS?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.

 **Grand Blanc High School Yearbook** added 3 new photos.
Published by Ava Y. Butzu [?] · January 13 · 🌐

We want you to take part in our yearbook. We take the photos; you tell us your stories. We make a great team!



What motivates you to strive to do your best?

1. my cats
2. my friends
3. my mom and dad
4. my dog
5. my cat
6. my friends
7. my mom
8. my dad
9. Alex
10. Eddy
11. John Wall
12. my mom
13. my dad
14. my friends
15. my cat
16. my dog
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.

What's your favorite PART about your "new" friends?

1. talking
2. laughing
3. playing
4. hanging out
5. being together
6. being with them
7. being with them
8. being with them
9. being with them
10. being with them
11. being with them
12. being with them
13. being with them
14. being with them
15. being with them
16. being with them
17. being with them
18. being with them
19. being with them
20. being with them
21. being with them
22. being with them

WHAT DO YOU LOVE ABOUT BEING IN THE STANDS?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.



Grand Blanc Yearbook @GBYearbook · Jan 26

Check out our new chalkboard wall & write out your answer to this question: What is the best part of your life? ✨



THEME RELATED COVERAGE



196

THE BEST PART OF MY LIFE IS...

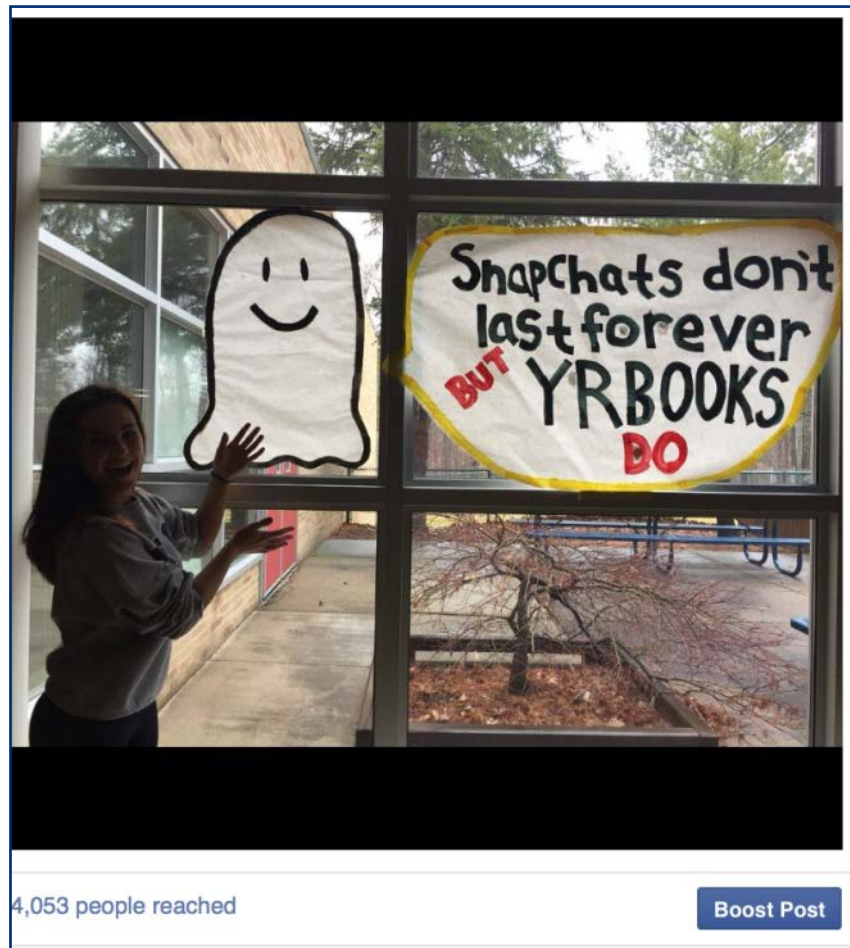
TIMELINE

GRAND BLANC HIGH SCHOOL [MI]



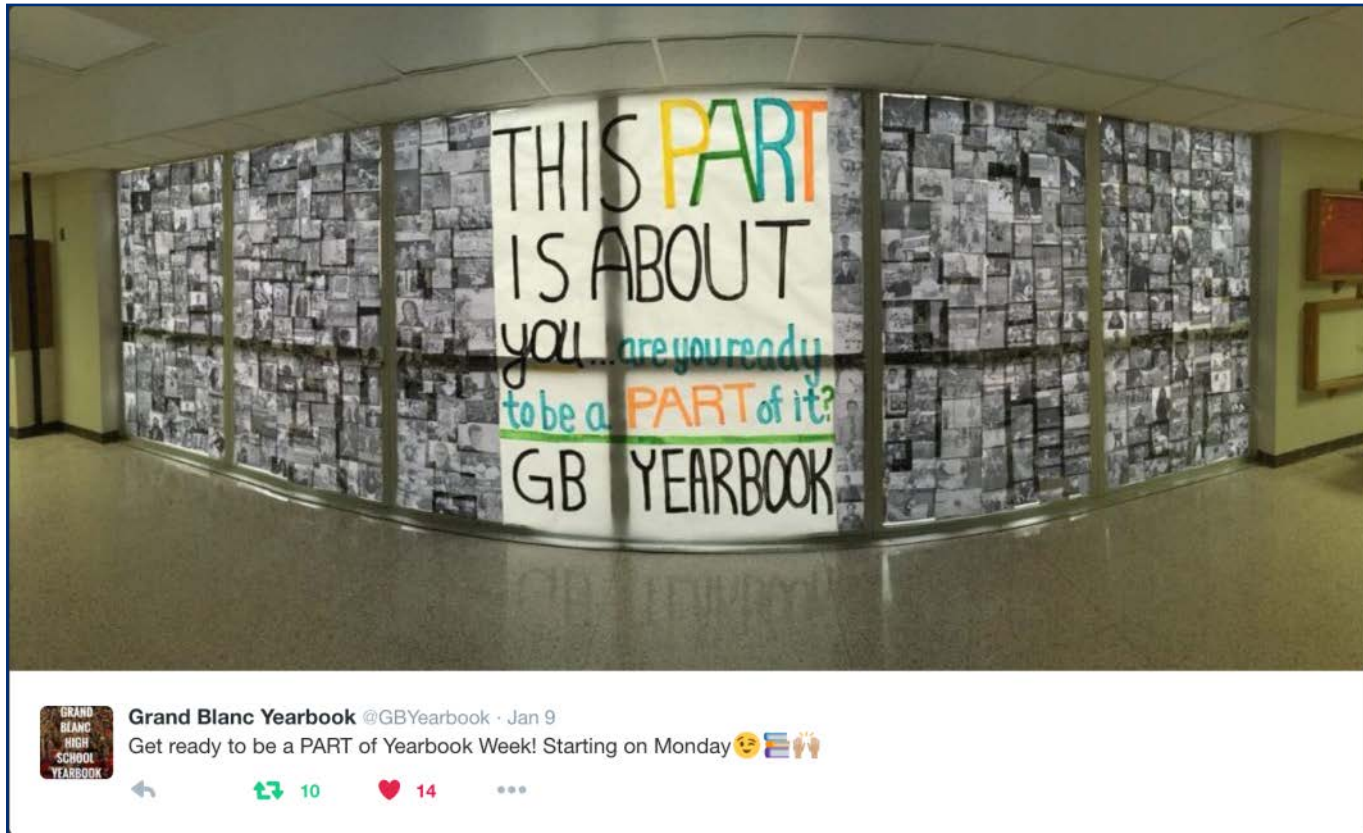
Engage your Audience

Use Social Media AND Hallway Space



Engage your Audience

Use Social Media AND Hallway Space



Engage Your Audience

Create Personalized Letters

 **Grand Blanc High School Yearbook**
Published by Ava Y. Butzu [?] · January 15 · 🌐

Did you get a personalized letter with a sneak peak of yourself in the yearbook yesterday? We delivered them to over 300 students.

Today is the last day to order your yearbook for \$75z



Engage your Audience

Tell Them They're in the Book



Order by Jan. 31!

Heritage High School presents:

THE YEARBOOK

STARRING

**Christopher
Allen**

Now showing on pages 31, 76, 124

ORDER TODAY jostensyearbooks.com

Engage your Audience

Show and Tell People What You're Working on



Engage your Audience

Show and Tell People What You're Working on

Grand Blanc High School Yearbook
Published by Ava Y. Butzu [?] · November 10, 2015 · 🌐

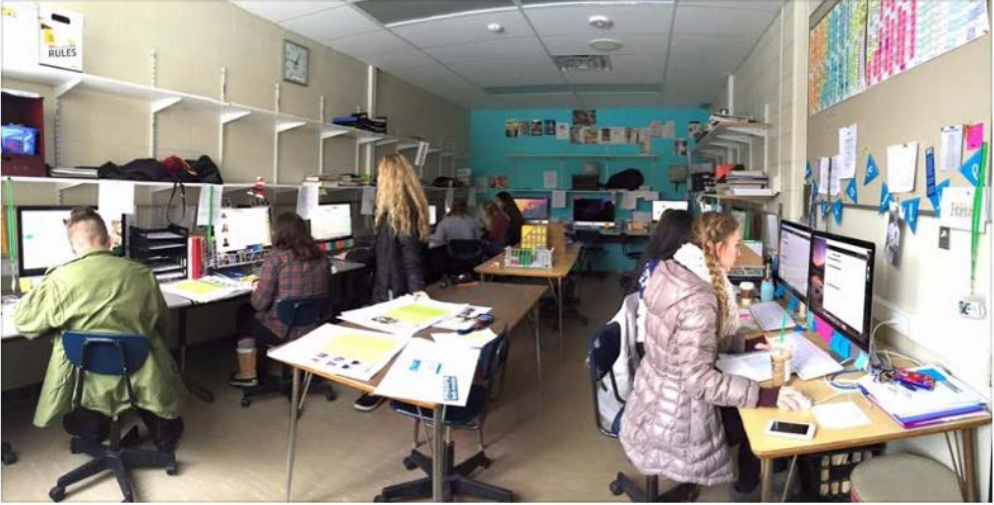
After school Studio session with some of our best photographers. This is our first time doing a spread that looks back over our fall athletes' season.



Grand Blanc High School Yearbook in 📍 Grand Blanc, Michigan.
Published by Ava Y. Butzu [?] · March 2 · 🌐

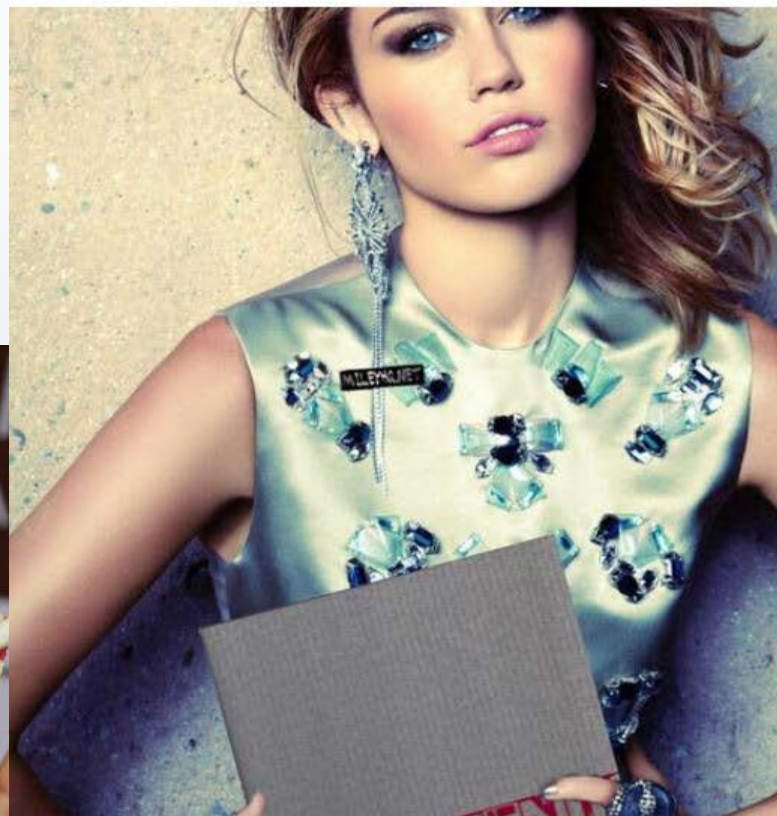
Today, in room 305, we used our snow day to ship 54 proof pages, send in 14 new pages, and get our letters ready to welcome our new staffers.

Special thanks to the 14 dedicated young journalists who gave up their day off to get our publication finished on time.



Have Some Fun

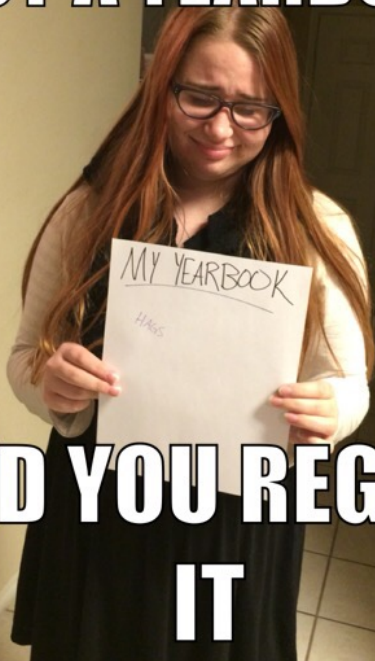
- ▶ If anyone hasn't seen yet, Kanye got his



RT @kentkubani: You have no excuse to not buy your yearbook; Miley bought hers way back before she cut her hair.
@gbyearbook <http://twitter.com/>

Scheduled memes to release on social media

**WHEN YOU DON'T
BUY A YEARBOOK**

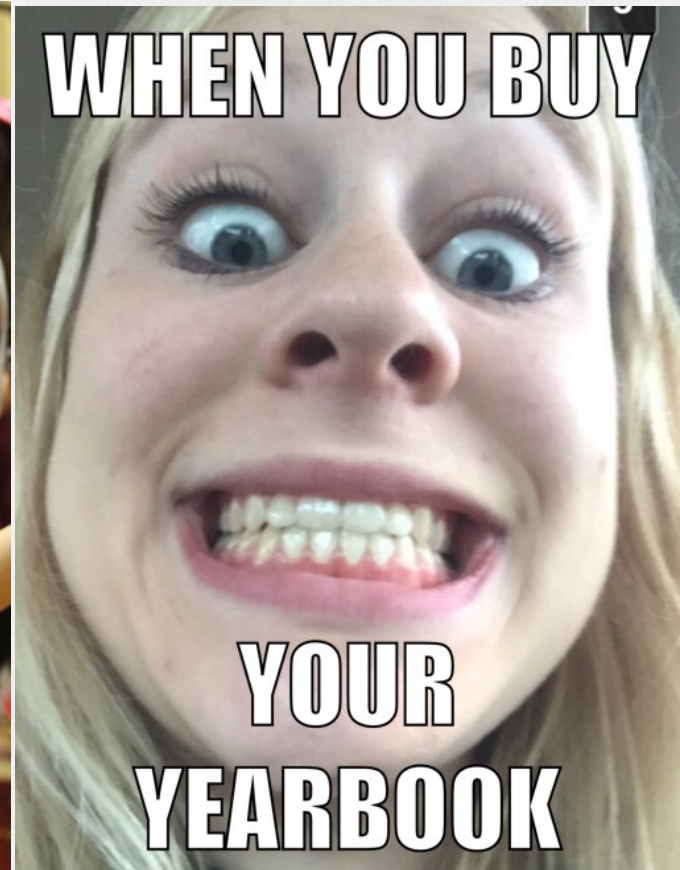


**AND YOU REGRET
IT**



**YOUR FACE WHEN YOU
SEE YOUR YEARBOOK
FOR THE FIRST TIME**

WHEN YOU BUY



**YOUR
YEARBOOK**

Let your coverage reflect and teach your school culture

Seen this week in Mr. Barker's room: high school artists earning college credit after school.



Love this tradition on GBHS Fridays!





Grand Blanc High School Yearbook

Posted by Ava Y. Butzu [?] · December 26, 2014 · 🌐

They call him a "legend." We call him Grant Fisher. And we could not be prouder of this standup GB Senior.

<http://mercury-chronicle.com/.../.../24/how-grant-fisher-did-it/>



How Grant Fisher Did It

by Jeff Hollobaugh He made it look so easy. That's what has confounded the media about Grant Fisher. Sometimes the running media takes on the echo chamber qualities that we see in the political med...

MERCURY-CHRONICLE.COM

836 people reached

Boost Post



Grand Blanc High School Yearbook

Posted by Sarah Kennedy [?] · December 19, 2014 · 🌐

Today GB Yearbook organized Club Photo Day. We photographed about 60 clubs in 3 hours! We ❤️ our clubs! #HappyHolidays 📷🎁🎅🎄



Staffer of the day



Grand Blanc High School Yearbook

Posted by Emily Emrick [?] · November 19, 2014 · Edited ·

The staffer of the day today was Emily C. Her favorite thing about yearbook is that she gets to meet new people that she wouldn't have the opportunity to know if she wasn't in yrbk! She was a staffer for the 2012-2013 Echo but she took a year off to take advanced placement classes. "Last year on the day that the books came in, I missed it when everybody got to open the book and see what they did. Literally that day I asked Butzu if I could come back." We are glad that she is! Emily is an excellent writer. Today, she worked on correcting her proof pages about the MAC scholars. Make sure to check out her amazing DPS when the book comes out in the spring!



Editor Naming Day



Grand Blanc High School Yearbook

Posted by Ava Y. Butzu [?] · January 12 ·

Today, we named our editorial board for next year's Echo staff. You can always tell who the design editors are because they tend to present their congratulatory letters with total flair.

We are very excited to see the leadership another powerhouse Echo crew. Let the internships begin!



Increase Coverage outside of the Book



Grand Blanc High School Yearbook
Liked · October 4, 2013

Say hello to our Friday student spotlight, senior Gabrielle Stergiopolus!
What was the happiest moment of your life? "When my sister had her baby because she is so special special and just the perfect little thing."

The saddest moment?
"When my dog Brittany died."

If you could give advice to a group of people what would it be?
"Always try hard in school."

What is something you love and what's the toughest part about it?
"I love my Yaya and knowing I will lose her one day is the toughest part about it."

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Grand Blanc High School Yearbook, Marina Rae Campana, Sarah Kennedy and Brenda Savino like this.

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“ I try not to complain when bad things happen because I know it could be way worse. ”

PUTTING IT BEHIND

Students who have come from different parts of the world discuss the difficulties of transitioning and how they have found the best in their circumstances.

“T here’s all the noises,” Dlewati said. “You’ll hear explosions and shots and stuff like that.” Even from the safety of his Grand Blanc home, Dlewati still heard explosions of the Syrian Revolution echo in his head.

Over the years, tensions between the Syrian people and their president, Bashar Al-Assad, brewed until a revolution ensued. The conditions worsened over the years, which caused many to leave the country.

Born in America, Dlewati later moved to Damascus when he was three years old. He lived there with his family for 10 years.

“[The Revolution] started in this one part of Syria where little kids started writing insults on the wall against the president, just for fun, and then they arrested the little kids and tortured them,” Dlewati said. “People started protesting, and that’s basically how the whole thing started, and it just kept going on.”

Over time, the demonstrations against Al-Assad grew from graffiti and playground bombings to peaceful and violent protests between the Free Syrian Army and the Islamic Front, among other groups, against the Syrian government.

Taking part in protests and viewing demonstrations, Dlewati and his family were actively involved, along with many other Syrians, in taking a stand against Al-Assad. Dlewati remembered his first protest.

Dlewati holds both the official Syrian flag (right) and the Syrian Revolution flag (left). “It was pretty cool. You have to check at first because my sister knew a lot of people and she made sure it was safe before we went,” Dlewati said. “She would know if there were cops nearby.”

Dlewati’s sister was heavily influenced by the protests and demonstrations. In fact, she participated in them often.

“My sister got arrested for demonstrating twice,” Dlewati said. “The first time, it was my sister and then it was my sister and my dad.”

Once Dlewati learned about his father and sister’s arrests, he was terrified because he knew how bad the situation was in jail. The prisons weren’t an escape from the everyday toiling between the government and its people. Segregated and dirty, the prisons were not suitable for anyone, as people were shoved into one room without anywhere to sit.

“There is also torturing in the prisons,” Dlewati said. “[But torturing] was not for everyone. It was for people that knew information I know there’s beating people up and electrocuting. I remember my sister saying she could hear somebody screaming. My dad and sister weren’t [tortured] though. But my dad was hit on the back and head on the way there and he had bruises all over.”

Dlewati left Syria mid 2012.

“We would’ve stayed there for sure. They [his parents] weren’t planning on coming here at all before everything happened,” Dlewati said. “Especially after my dad and my sister got arrested, it was like, ‘Yeah, we’re leaving.’”

Their experiences influenced the family’s life as a whole, including Dlewati’s sister.

Her struggle switched what she wanted to do,” Dlewati said. “Over there, at first, she was going into medicine, but right now she’s a journalist and doing research and writing articles about Syria. She’s working in Turkey and it has to do with Syrian issues. She writes articles and stuff like that.”

Dlewati was thankful that his family left Syria when they did.

“I think it made me appreciate everything more,” Dlewati said. “I try not to complain when bad things happen because I know it could be way worse.”

SPECIAL FEATURE
PUTTING IT BEHIND

Page by: S. Schmil, Z. Turner, D. Pavone, J. Haber
Page sponsored by: Business Page Sponsor

100/101

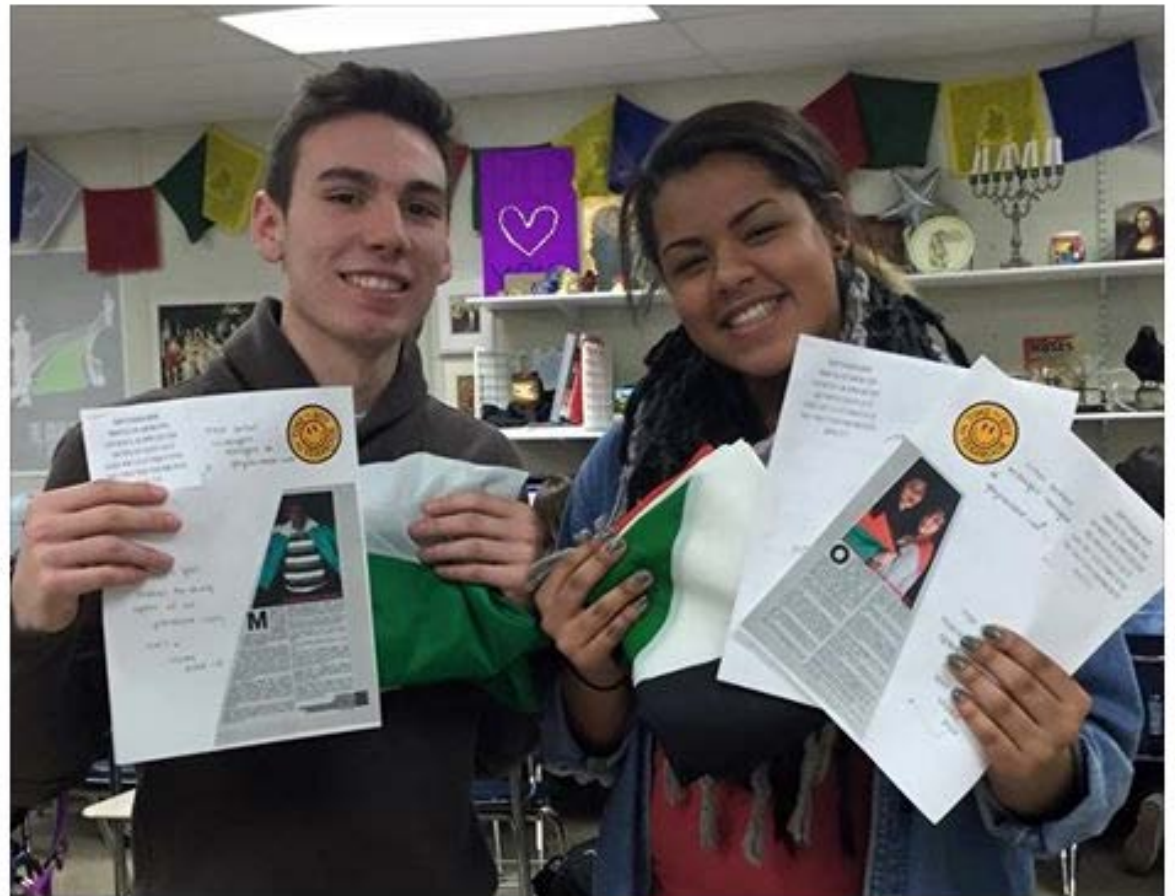
Gratitude for our students



Grand Blanc High School Yearbook

Posted by Ava Y. Butzu [?] · February 27 at 7:47pm · 🌐

This week, Dom, Zapporah, and their spread partners presented the students who graciously agreed to be interviewed for in-depth stories with a thank you: full-size flags from their birth countries and snapshots of their stories and photos. We are grateful our students and their willingness to share their real stories.



Grand Blanc High School Yearb...



Snowcoming 2014 Photobooth Pilot

By Grand Blanc High School Yearbook

GB Yearbook's first ever photo booth! All photos are original and unedited and free for those who are in them to use. — at **Grand Blanc High School**.

190 PHOTOS · MARCH 16 AT 2:32 PM 🌐



6 Likes



Grand Blanc High School Yearb...



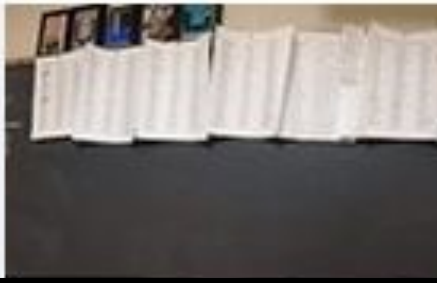
Promote Yearbook Best Practice



Grand Blanc High School Yearbook

January 31

Our goal: to feature the moments of the year and the people who make those moments. Here's our list of students to cover on our final 2 deadlines. See you soon!



Grand Blanc High School Yearbook

October 25, 2013

Today, we got the opportunity to honor those students who had done the best work on our first deadline. Great job the entire staff on our first spreads!





Grand Blanc High School Yearbook

Posted by Emily Emrick [?]

June 4

We are so excited to announce the addition of SENIOR QUOTES to the 2014-2015 Grand Blanc Yearbook! Stay tuned for more details. Start brainstorming!

Tag Photo

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- ▶ Promote what yearbook is doing differently this year to make a product worth investing in

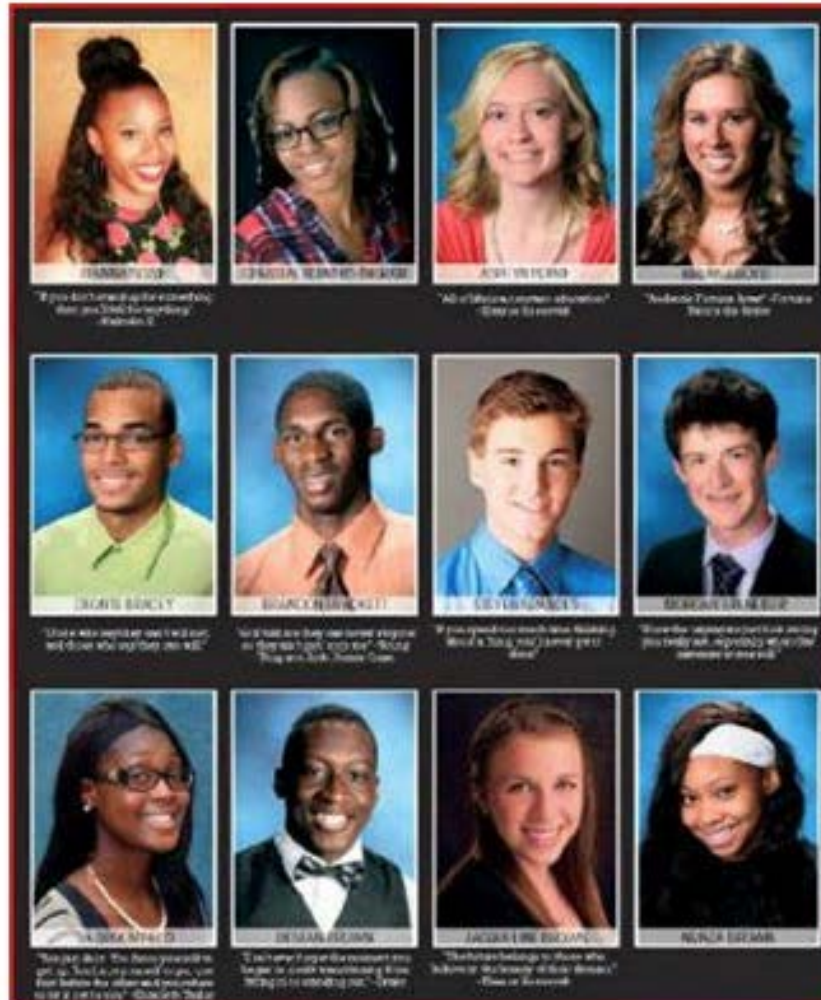
► What new coverage will you feature this year?

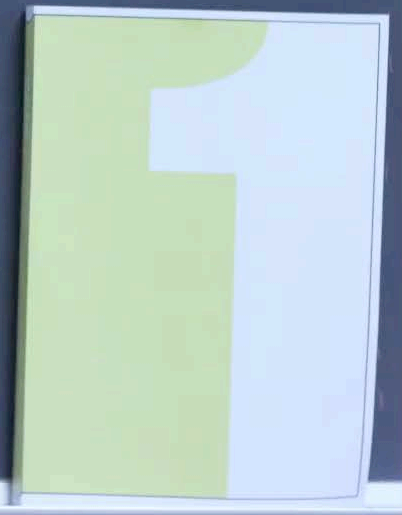


Grand Blanc High School Yearbook

Posted by Ava Y. Butzu [?] · February 19 at 2:19pm · 🌐

We just wanted to remind everyone that the senior quotes in the book are REALLY a cool addition. Can't wait for you to see them! Buy your book online at GByearbook.com







Grand Blanc High School Yearbook

Posted by Ava Y. Butzu [?] · January 24 · 🌐

We have been planning a special section of our book that covers REAL life issues, as REVEALED through our amazing students who are sharing their stories. This is a behind-the-scenes shot of our first after school photo shoot for photo illustrations.



- ▶ What goals have you set for your staff that will benefit the students this year?



Grand Blanc High School Yearbook

Posted by Ava Y. Butzu [?] · September 26, 2014 · 🌐

A sneak peek at one of our photos of the homecoming dance - we are pushing ourselves to shoot in manual mode and bring you real-time moments this year.





- ▶ Show students your best skills
 - skills that your staff is proud of
 - skills that benefit yearbook content



Grand Blanc Yearbook @GBYearbook · Jan 15

Last day of Yearbook Week! Retweet for the Starbucks card & Fav for the McDonalds! Winners will be chosen on Monday! 😊



Grand Blanc Yearbook @GBYearbook · Jan 19

The Starbucks card goes to: [@Kaylahhh_De](#) ☕
&

The McDonald's card goes to: [@blakemwit](#) 🍔 🍟

Come to the yearbook or choir room after school!





Grand Blanc Yearbook @GBYearbook · Jan 13

You can still buy a yrbk for \$75 until Monday! Turn in your order form this week and you'll get a cool bracelet! 👍😊

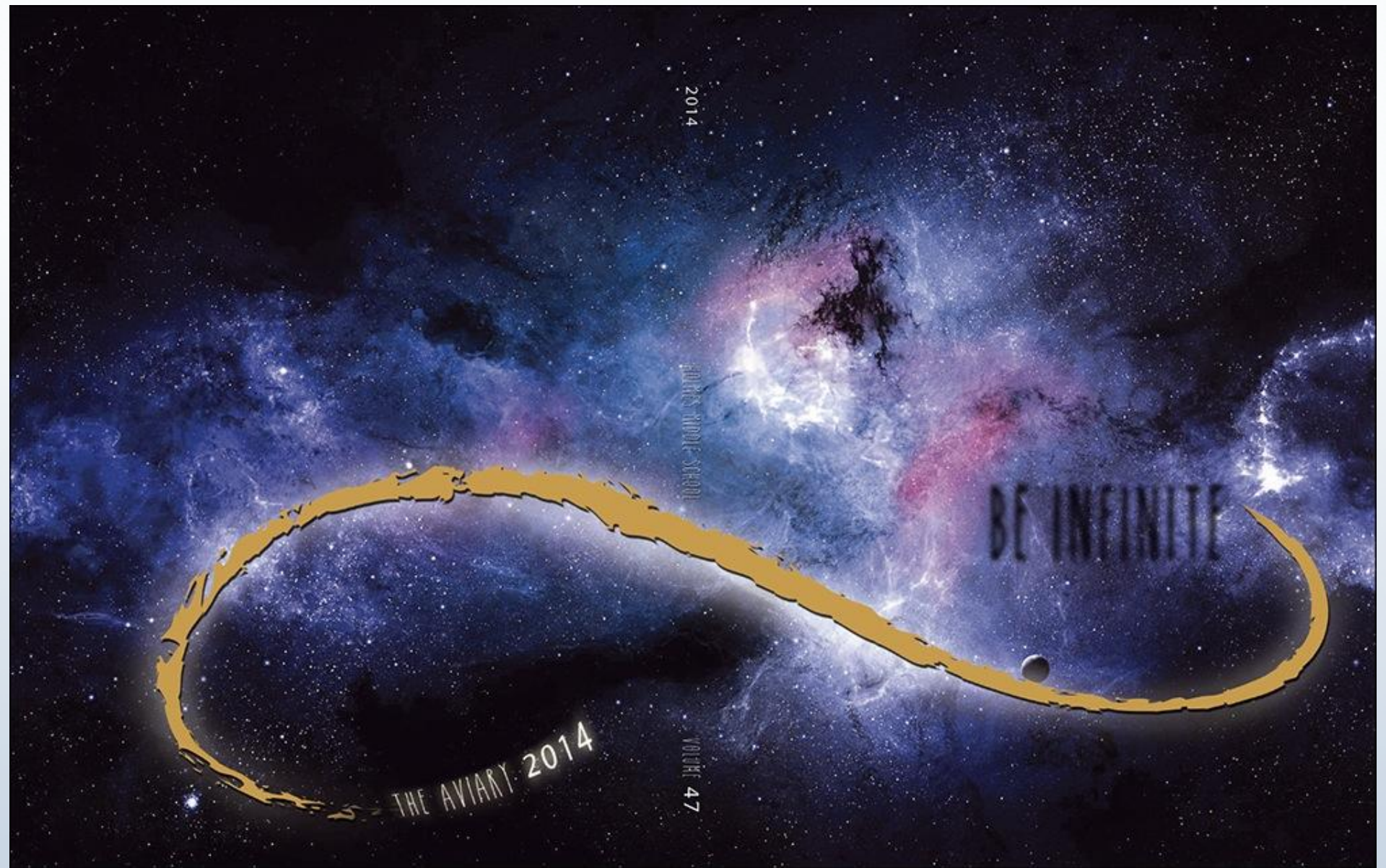




// HOLMES MIDDLE SCHOOL [NV]

The Aviary

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2014

HOLMES MIDDLE SCHOOL

BE INFINITE

THE AVIARY 2014

VOLUME 47



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48w



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hms_yearbook #ybnerdswegz



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hms_yearbook Sights are endless in the
upper peninsula.

rkebs That shot is magnificent
@hms_yearbook @marysilvioxo



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44w



23 likes

hms_yearbook looks like @paigesmalley cannot and will not limit herself to MI. visit niagra falls like her. and yearbook staff make sure to post pics of you in your shirts before



hms_yearbook

39w



36 likes

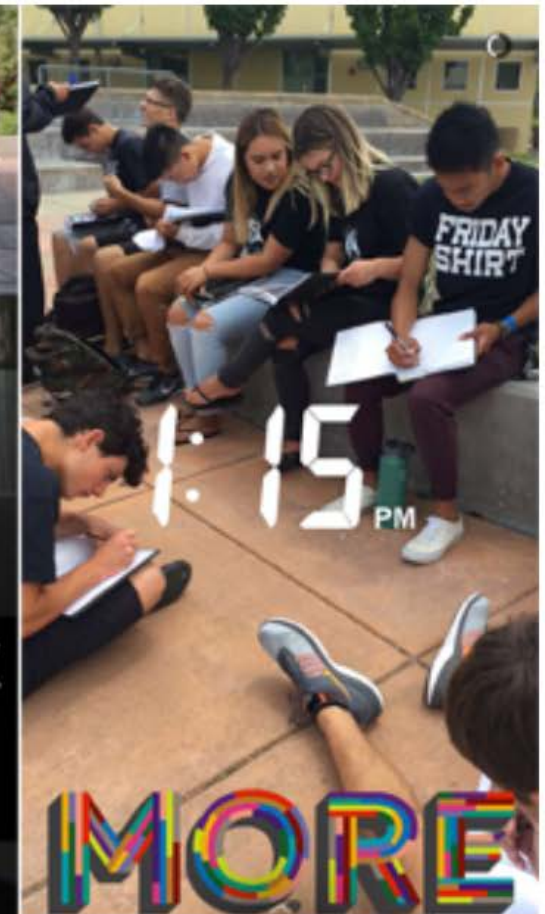
hms_yearbook #WhereIsTheAviary you ask? At the Falcons vs. Eagles game, of course! Also covered this week: 7th grade activity night, the band at SHS, and pitch burst!



// WHITNEY HIGH SCHOOL [CA]

Details

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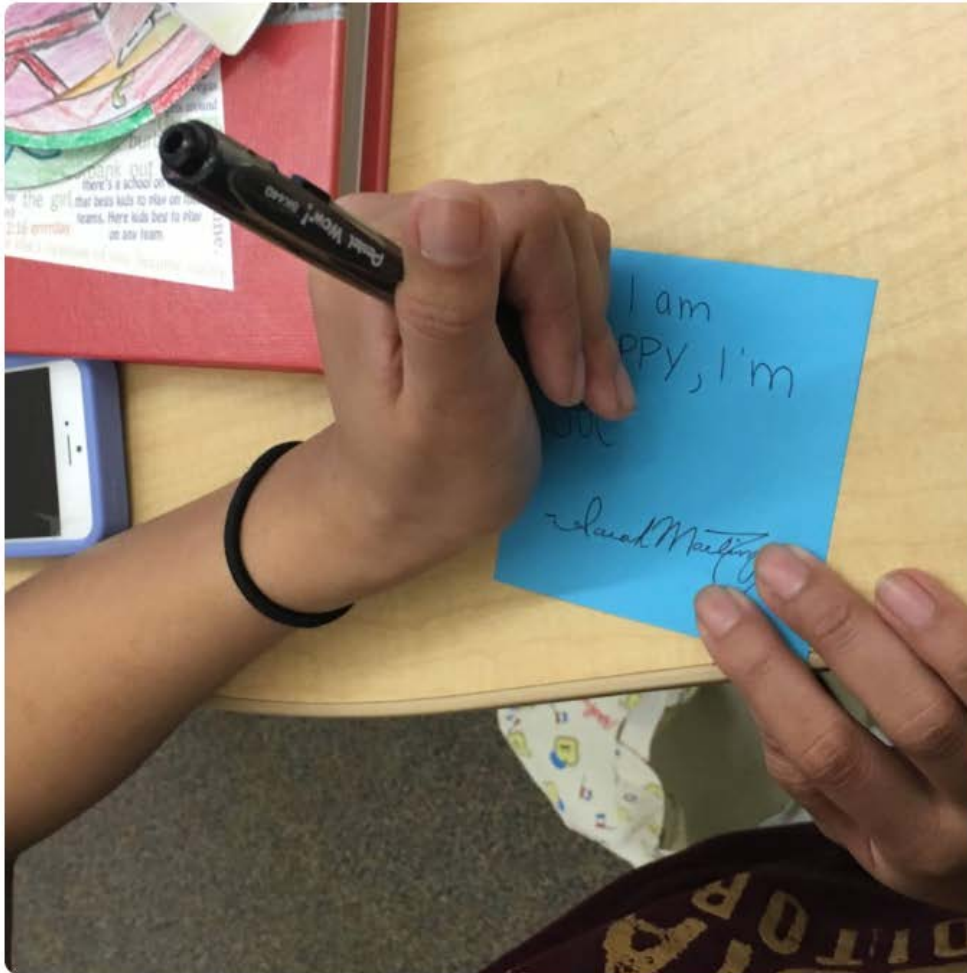
Experimenting with **Snapchat's on-demand geofilters** is a great way for media students to boost exposure and build their entrepreneurial skills. The staff at Whitney High Student Media ran a few custom filters this spring and found it to be a low-risk investment for positive engagement.

Snapchat Geofilters



Whitney Update @whitneyupdate · Feb 24

We wrote our #sixwordstory for #SJW2016, come share yours today in the amphitheater at lunch.



<https://vimeo.com/156506463>