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What makes yearbook **worth** the numerous late days, the parents & the administrators wanting things done their way, the countless “redo these pages” and the knowledge there will be no increase in wages? It’s seeing the happy faces on yearbook distribution day. It’s those sixth graders who sign their names in each other’s books and the eighth graders who write lengthy messages. It’s those who hold their books with pride. I stick my chest out with satisfaction as well. It’s **worth** it.

Robert “BJ” Voges
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Some of us thrive on managed chaos, and that’s what advising a yearbook appears to be. Underneath, however, it is much more. Beyond teaching the basics of journalism, photography and design, there lies a full-year cooperative learning project seething with rigor, relevance and relationships: The Yearbook. Is it **worth** it to guide students through the process of creating a final product unmatched by any science fair entry or social studies project? I believe it is. And did I also mention? It is FUN.

your stories



by **Karl Hall**
Marketing Strategist
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TO INCLUDE OR NOT TO INCLUDE?

Every year yearbook staffs toil over which pictures to include in their yearbooks. Despite careful picture selection, students and parents focus on who is not pictured creating stress for yearbook advisers when the books deliver. If you are an experienced adviser, I am sure you have felt the wrath of parents and students who are unhappy about not having adequate coverage. If you couple picture quantity concerns with the need for students to individuate (**Twitter, facebook, mySpace**), a vehicle for offering student-created pages is a natural.



WHAT IS MYPAGES?

Parents and students want more pictures in the yearbook and students want to tell their personal stories. Now Taylor advisers can direct them to a solution, a new product called **myPages**.

myPages lets students build their own personalized yearbook supplements that glue into their yearbooks. **myPages** are built and purchased online at **myYear.com** and mailed directly to each student’s home. A free product offered to all Taylor schools, **myPages** is a part of the **myYear.com** online yearbook ordering service.

More than ever, students want to express themselves. They want to remember moments that may not have occurred in front of a school camera or at a school event. **myPages** gives students the ability to tell their stories and integrate these stories into their yearbook.

“Our market research has shown that students want the ability to personalize their yearbooks,” said Gary Gallivan, Vice President of Marketing at Taylor Publishing Company. “**myPages** provides these yearbook personalization capabilities through a simple online tool.”

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Tell students they’re in it. **yearbook paybook** – page 7

WITH MYPAGES, STUDENTS CAN:

- Insert fun pictures and stories into their yearbook.
- Build either a four or eight-page **myPages** supplement online.
- Upload cool pictures from their personal computer.
- Decide which pictures and stories they want to include in their yearbook.
- Include pictures of friends and activities outside school.
- Include end of the year events and activities like prom and spring break that are not typically included in the yearbook.

Also, those extra pictures that were not included in the yearbook can be uploaded to a **myPages** gallery so students can use some of those pictures to build their **myPages** supplements.



MORE MONEY, TOO

Each school earns extra money from each **myPages** supplement that is purchased from their **myYear.com** school site. With just a little promotion, schools can earn significant funds for their yearbook program.

So, let Taylor Publishing Company help your students personalize their yearbooks. To get more information, please talk to your Taylor sales representative or visit myYear.com today.

