



Legend YEARBOOK

STUDENT MEDIA PUBLICATION
AWARENESS

'SOMETHING WITHIN US'

WANDO HIGH SCHOOL

TEAM MEMBERS

Clara Barresi
Lily Higgins
Millie Rice

OVERVIEW AND EXECUTIVE SUMMARY

As one of the best-selling yearbooks in the Southeast and at South Carolina's largest public high school, marketing for book sales is not as crucial to our program as some others. While we do not neglect marketing sales, most of our books are sold immediately at August fact and fee days without the staff having to advertise at all.

We focus mainly on creating awareness, buzz, and reputation among our clients—3,300 students, their parents, and the Mount Pleasant community. While we know purchasing the yearbook is often an automatic process for many parents when paying their students' fees, we also want our clients to know they are receiving a quality product.

In addition, at such a large school, communication is often a challenge in all avenues of this institution. Thus, we strive to communicate effective information about the yearbook program and any events, opportunities, and important deadlines both students and parents need to know for getting their own content in the book.

Additionally, we want to create continuous discussion among students about our theme, which—although it is ultimately kept secret from the public until the yearbook's release—is teased to the school through our marketing campaigns. We also market heavily to grades 9-11 as well as 8th graders on curriculum night about the opportunities yearbook offers if they should be accepted into the program.

This year's theme, "Something Within Us," focuses on that intangible drive and ability that our unique student body possesses. Visually, the elements used through this year's book and some of the marketing materials appear in this packet. The double boxes surrounding elements that pop out from them represent the "within" portion of the theme. Elements, generally images of students, emerge from the boxes in a three-dimensional fashion to highlight the talent, eclectic characteristics, and accomplishments of our student body.

The yearbook staff throws an event for the entire senior class on this day at the football stadium where seniors not only can pick up their yearbooks, but they can enjoy food trucks, games, and a DJ while relaxing with their friends. Not only is the event marketed, but holding the actual event itself creates prestige for the yearbook staff and is seen by parents and students as a reward the yearbook provides for them. Finally, we market our accolades heavily, which mainly consists of honors won in scholastic journalism competitions.

Our results have not only shown an increase in local media coverage but also growth in reputation among students, parents, and faculty. It has also produced a strong interest among students in joining the program; so much so that we are unable to physically accommodate all who apply and must turn away about half the applicants.

OBJECTIVES AND METRICS

OBJECTIVES

- Boost awareness of the yearbook's theme while highlighting the achievements of students among the student body, parents, and faculty.
- Increase local media attention over awards and achievements in scholastic journalism competitions.
- Achieve a target number of new applicants to join next year's yearbook staff.
- Give special recognition to yearbook seniors similar to what senior athletes receive.
- Create user-friendly options for parents and businesses to submit materials to the yearbook for publication.

METRICS

- Social media follows, likes, hits, etc.
- Press releases from the district and local media coverage.
- Measurable target goal of applicants.
- Prominently displayed senior banners and reaction from student body and faculty as well as admin support.
- Website analytics, sales, and parental feedback

TARGET AUDIENCE

The Wando High School student body (grades 9-12), their parents/guardians, the school faculty, business owners in the community, and the local media comprise the target audience.

TIMELINE

The marketing campaign that specifically adheres to this year's theme, Something Within Us, began in June after the release of the 2021 yearbook, The New Normal. Strongest marketing happens in the fall when energy is high among students as they return to school. Social media and website marketing happens continuously throughout the year, including for senior ads and business ads.

Press releases to the media are sent following awards results. The bulk of these results occur from October to December, and they are awarded for work in the previous year's yearbook.

Marketing for new recruits begins in December and culminates in early February.

Overall marketing for the current yearbook and theme ends upon the first release day, which is a school day in mid-May, which is the date of the big senior distribution party at the football stadium.

BUDGET

Total amount spent is approximately \$500 for materials, printing, ink, etc. This money is accumulated from book and ad sales.



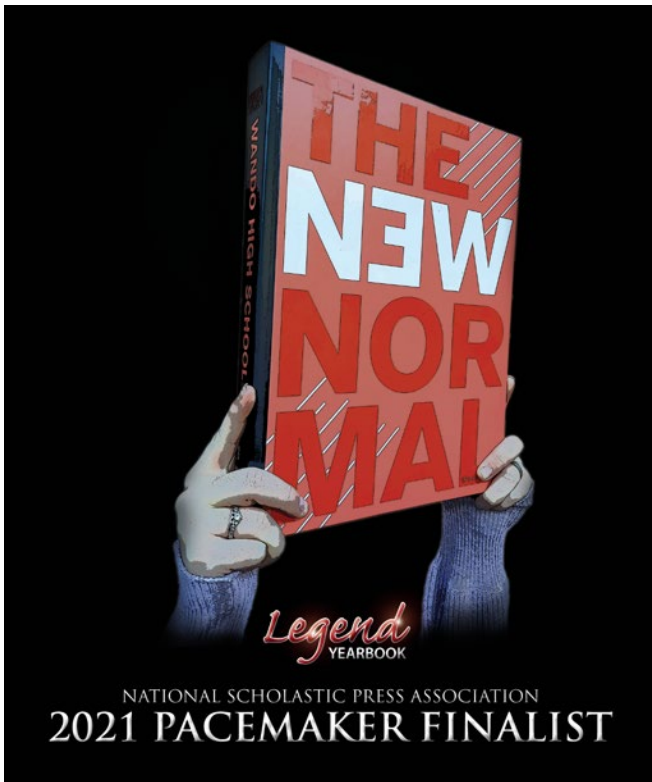
PROMOTIONAL FLIERS

Created and posted around the school in the fall when energy is high. Each flier is 8.5" by 11". Careful attention is paid to diversity of student demographics and activity representation, including one faculty member. Six different fliers were created to grab students' attention as the same flier over and over can often be ignored. Fliers tease the theme "Something Within Us" and were created in our photo studio with Nikon D7500s, Photoshop, and InDesign.



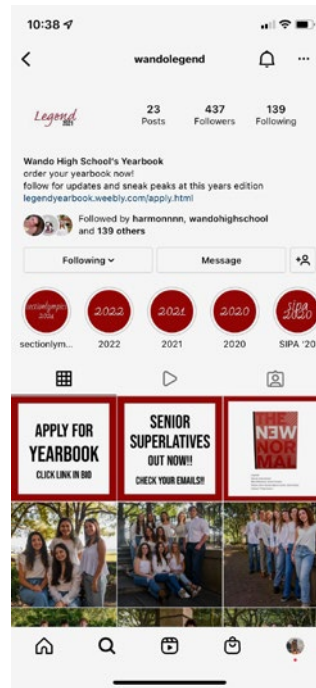
RECRUITING FLIERS

Featuring the current editors in chief holding past big awards the yearbook staff has won, a bold message with swagger is presented to prospective applicants to join our staff and make their own mark on an award-winning program. Fliers were 11" by 8.5" and displayed around school.



SOCIAL MEDIA

Posts created to highlight big awards moments for the program and key upcoming events with the yearbook. Social media posts ran on yearbook Facebook page, Instagram page, and the school's website.



WEBSITE

Key information about the program, its staff members, award history, contact forms, senior/business ad sales instructions, photographer availability, and staff application form (only available until Feb. 12) are available on the program's website. Parents can also purchase a yearbook from the site.

Click the [LEGEND WEBSITE HERE](https://legendyearbook.weebly.com) to visit or type in legendyearbook.weebly.com in your browser.

PROGRAM BROCHURE

Bi-fold brochure highlighting key aspects of the program. These are given out to parents and 8th graders at Curriculum Night every February to encourage them to sign up for the journalism track and eventually apply to yearbook.



2021-22 Legend Staff

HOW DO I APPLY?

1. Stop by Room E109 at the end of 1st semester (must be rising 10th, 11th, or 12th).
2. Turn in completed application no later than the February deadline.
3. Solicit two teacher recommendations using the forms provided in the application.
4. Attend the applicant informational meeting in February and sign up for an interview time.
5. Complete your interview with the future editors in chief and Caston.
6. We will notify you a few days later about your admission status.

Please note that due to the competitiveness of application and limited classroom space, we are unable to accept all students who apply. Students who are not accepted will be listed as alternates should space become available, and they will also be recommended for other student media programs.

Legend



WE GIVE YOU THE BEST.

- Access to industry-standard design and photo editing software.
- Advanced writing and reporting skills that have produced first place stories in the state, region, and nation for the past 16 years.
- Professional-level marketing training.
- True photojournalism experiences with professional cameras on hand.
- Opportunities to attend nation-wide conferences taught by the best journalists in America in places like Boston, San Francisco, and New York.
- Opportunities to place in state, regional, and national competitions for individual work.
- Networking with professional and collegiate sources.
- A family and sense of belonging unlike anywhere else at Wando.
- A real-world work environment that will prepare you for college and beyond.

It's just a high school yearbook. We've heard these words for years, from people of all ages. And while that may hold true at other schools, we know it's simply not the case at a place like Wando.

Because when students enter the Wando yearbook program, they never leave the same person. They leave with lifelong friends. They leave brimming with self confidence. They leave with a sense of purpose in life.

They leave here believing in themselves. And while the transformation yearbook students experience is my favorite part of the job, being a part of this staff consists of so much more. We push to win in every competition we enter. We create a classroom environment that students love and

thrive in. We create the yearbook other schools wish they could have. The word "family" is tossed around a little too often these days, but any Legend student or parent will tell you no class has a familial bond quite like ours. Come see for yourself. We'll change your life.

Phillip Caston
Yearbook Adviser



Sophie Winnick
2017 S.C. Scholastic
Journalist of the Year

Greyson Webb
2019 S.C. Scholastic
Journalist of the Year



Olivia Potter
2021 S.C. Scholastic
Journalist of the Year

WE CHANGE LIVES.

"When I first moved to Mount Pleasant my sophomore year, I had no real friends whom I could depend on. I found myself eating lunch alone, staying in on the weekends, and dreading having to go to school. I will proudly say that yearbook became something I found a passion in and is one of the best decisions I made for my high school career. It's more than just a bunch of kids working all year to make just one book. It's the lasting jokes, the out-of-school adventures, and the unconditional friendship among each other. Yearbook is truly a family, and without being a part of it, I don't think I would nearly have as much confidence who I am as a person overall."

-Maddie Manke, Class of 2017

"Being in yearbook really gave me a support system that I needed and skills that I continue to use in my day-to-day life. It sounds cliché, but yearbook isn't just another elective class that you sign up for. Yearbook is leadership, it's commitment, but above all, it's community. The things you learn in a journalism course aren't things you can learn in another class setting, and I will always be grateful for my time on staff."

-Taylor Scott, Class of 2016

"Yearbook has given me the opportunity to build a group of amazing and talented friends. Joining yearbook has given me responsibility of meeting deadlines like a real workplace. The class gave me a chance to know I have an impact on the students of Wando for years to come."

-Josh Kramer, Class of 2018

WE RECRUIT CHAMPIONS.

2021 Pacemaker Finalist
National Scholastic Press Association

2021 Best Yearbook in
South Carolina
S.C. Scholastic Press Association

2021 All American Rating
National Scholastic Press Association

Most Individual Awards
2016 - 2021
Southern Interscholastic Press Association

Eight National Individual
Award Finalists
2016 - 2021
National Scholastic Press Association

Three of the last five
S.C. Scholastic Press Association
of the Year

2020 Best Yearbook
in the South
Southern Interscholastic Press Association

2016 Platinum Award
International Yearbook & Yearbook Awards

Legend

The most award-winning yearbook in the Southeast. Period.

Legend
2022

SENIOR BANNERS

Four foot by three foot banners prominently featuring each senior in the yearbook program along with their job title. Banners are hung from January to March in the hallway leading to the yearbook classroom. Banners of senior athletes in the gym serve as inspiration for this tradition we started in 2019.



LILY

editor in chief



2022 yearbook senior

Legend