

## Topic: Current event photos

About this time of the year I get requests from schools for any help I can give them to find current events photos that show some of the big news events that have happened during this school year.

Of course, my first thought is always about World Beat. But some of my schools just do not have the extra income needed to add World Beat to their yearbooks, even though all would love to.

It used to be that you could buy photos that could be used in yearbooks from the Associated

Press. They sold a great package of 10-12 professionally photographed pictures for around \$100. But sadly, two years ago they decided not to continue that program.



If this is the type of thing you are looking for we have found another source where you can obtain current events photos. Check out the KRT Campus website at <http://www.krtcampus.com/public/yearbooks.htm> for a service they provide to yearbook staffs looking to purchase photos.

The photo from Iraq that accompanies this article is a downloaded preview of one of their pictures. When you purchase the photo, the watermark is removed.

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## Topic: A better way to cover current events in your school.

Instead of buying pictures of world events, how about just taking your own? We know you can't go to Iraq to snap the troops in combat, but you can (and should) be interviewing recent graduates who are in the service and have been in the Middle East or are going there soon or covering students whose parents, siblings or other relatives are serving there.

What we are suggesting is that you cover current events from the perspective of your students. How does what goes on in the world affect their daily lives in your hometown.



Certainly that is more relevant than some nameless photo of a demonstration in downtown Baghdad. ▲

# Keep your yearbook CURRENT

Over the last few weeks we have received a bunch questions about covering current events. Usually they come in the form of asking, “Where can we purchase current event photos.” But covering current events in your yearbook is so much more than just stock photos of events. Check out these do’s and a big don’t’s about covering current events. They will make your yearbook a better historical record of this school year.

**Do** cover current events. Remembering what happens in the outside world during your high school years is very important. Students will want to remember the hard news, like the price of gas, the war in Iraq, hurricanes Katrina & Wilma as well as the cultural items as well like the biggest movies, the top songs and the World Series.

**Do** consider World Beat, What’s Up or WorldView. World Beat and What’s Up are great and very economical ways to put age-appropriate current events in your yearbook in full color. To find out more about these options, see the back page of this issue.

**Do** look at current events from your student’s point of view. This means instead of pictures of nameless soldiers fighting in Iraq, ask your students if they have brothers, sisters, mom or dads who are serving there. Interview your students about how they feel about their relatives serving.

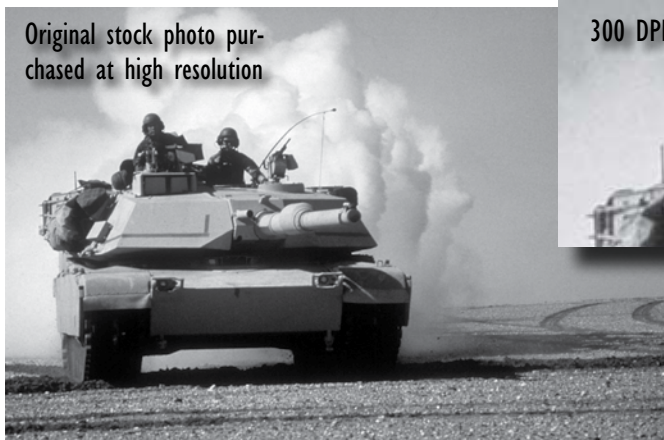
**Do** brainstorm as many national stories as possible that have a local focus. Instead of national elections, cover voting with the focus on the senior who is voting for the first time. A story on gas prices should show your students paying for gas—not a generic photo. All current events, be they national or international, effect students right at your school.

**Don’t** get pictures off the internet! We cannot stress this enough. Photos from the internet should never be used for two big reasons. First, most of them are copyrighted and it is illegal to use

them in your yearbook without permission of the photographer or the company that employs him or her. In most cases getting permission will involve making some type of payment. The newspaper photo your students might use was taken by a photographer who takes pictures for a living. And the newspaper pays him. They also pay to set up the website that you downloaded the photo from. Basically, downloading and using copyrighted material is stealing and in many cases your school district would be very upset if you did that.

The second reason you should never use pictures you grab from the internet is that in most cases they do not have enough resolution to be printed in a yearbook. Web based photos commonly are 72 or 96 dots per inch (DPI) while for good yearbook production we need 300 DPI. Blowing up a photo you grab from the web will result in a very pixilated picture. See the two examples below. And don’t think that you can just go into Photoshop and change the resolution. That will result in pixilation (all those little jagged edges) as well.

Look at the photos below. The original is 300 DPI. Then check out the close ups of one part of the photo. The top one is 300 DPI, the bottom is 72. Quite a difference.



Original stock photo purchased at high resolution



300 DPI enlarged



Same photo grabbed from a website at 72DPI

If you absolutely have to have those national current events photos (and we really wish you didn’t) and you don’t want to use World Beat or What’s Up (and we really wish you would) then you can purchase those types of photos from KRT Campus. They are a national wire service for college newspapers who will sell you individual national and international news photos or they have a year-in-review package that is fairly spendy. You can find them at [www.krtcampus.com](http://www.krtcampus.com). ✕