

Balfour Publishing presents LHS Yearbook Staff with national award

Written by Betsy Blevins, Editor and Publisher

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The Leonard High School Yearbook Staff has "joined the big dogs", as Advisor Nancy Longino said, after a recent award given to them by publisher Balfour Yearbooks. Each year, a panel of judges nominates schools to be included in the *Yearbook Yearbook* - a book featuring "the best of the best" from across the nation. This year, they judged work from 2011 and the staff from Leonard High School was chosen to receive an Honorable Mention Certificate of Recognition.

"This book includes universities such as Texas Tech, SMU, University of Alabama, Plano ISD, Allen ISD, McKinney ISD and Lewisville ISD - the big dogs," said Longino. "So I am thrilled over the moon for this award."

The nominees are voted on by three judges from Balfour - which include the editor, copy editor and production editor. "So you can imagine how honored I am," she said.

Balfour says Leonard was chosen for its outstanding contribution to scholastic journalism.

"Good yearbooks capture the history of the year in words and pictures. To be recognized by Balfour in *Yearbook Yearbook*, your book isn't just good, it's GREAT," said education specialist Judi Coolidge. "The staff's commitment to creating a yearbook that is both meaningful and memorable has made it one of the best in the nation."

Yearbooks published by Balfour for the 2011 school year were evaluated in one or more of the following areas: theme development, layout design, photo contest, secondary packages and cover design. For their outstanding yearbook achievement, Balfour recognized approximately fifteen percent of yearbook staffs in *Yearbook Yearbook*.

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"Being recognized in *Yearbook Yearbook* is an honor, but it goes beyond that," says key accounts and education manager Jeff Moffitt. "This annual publication chronicles a history of what staffs do to tell their students' stories and record the events of the year. Yearbook staffs across the country use (this book) as a reference tool. They look at the books featured in it for inspiration: creative ideas, cool techniques and new trends. Every time I open up (one), I see something I hadn't noticed before and get an idea. This is an inspirational piece that keeps on giving."

Balfour Yearbooks, headquartered in Dallas, is a major publisher of yearbooks nationwide and the industry's leader in digital technology, education and curriculum. Balfour provides training, technical support and printing services to elementary school, middle school, high school and college yearbook staffs.

At this time, the LHS Yearbook Staff is working feverishly on their next creation - the 2012 Tiger's Tale Yearbook, chronicling the 2011-12 school year at Leonard ISD. It's this time of year that things get really hectic as several sports are going on, seniors are having special events, awards banquets are scheduled and organizations are preparing for end-of-year banquets - all of which the yearbook staff is on scene for. So the award came at just the right time for the staff.