

VARIED COVERAGE FORMATS

Fact Sheet (Page 51 in the student workbook)

Goal: To compare and contrast traditional and expanded coverage

Goal: To provide examples of expanded coverage

Traditional coverage includes candid photos, long-form narrative copy and captions. It tends to tell different stories in basically the same way. On the other hand, varied coverage formats provide a yearbook staff with an array of ways to tell a multitude of different stories.

Varied coverage formats have several advantages

- It allows the topic to dictate its coverage. Some ideas are hard to take pictures of while other topics are difficult to write interesting copy about. Using layers of coverage and an array of story formats allow a yearbook staff to cover one topic, such as PE classes, in photos and cover another topic, such as creative writing, in copy.
- It includes more students in the book. The yearbook staff should try to include every student in the yearbook. Expanding coverage makes that goal possible because quote boxes, picture packages and personal profiles all incorporate more students into the book.
- It helps the staff cover more topics. Not every topic deserves its own spread. For example, it might be difficult to devote an entire spread to homework. With varied coverage packages, the staff can include a Q and A about homework in the academics section, or it can conduct a survey about finishing homework at lunch and place the survey results on the lunch spread.

Examples of Varied Coverage Formats

Spread Topic: Homecoming

He said/she said Compare and contrast one couple's homecoming preparations. Use a picture of the couple at the dance as your photograph.

Interview story Interview the student who was in charge of dance decorations. Include the questions, answers and a headshot of the student.

Map Provide a map of the homecoming parade route.

Photo package with caption Photograph different parade floats, and package them together with a group caption.

Timeline List all of the homecoming activities and the date and time each activity started.

Top 10 Interview the DJ to find out what the top 10 most-requested dance songs were.

Spread Topic: Friends

Personal profile Interview a set of best friends: How did they meet? What do they have in common? What do they fight about?

Q and A Interview boys and girls from every grade to find out what people look for in their friends.

Quiz Create a quiz to rate your friendships: Are you an acquaintance, a friend or a best friend?

OTHER VARIED COVERAGE FORMATS

Candid photo package
Chart/graph/bar graph
Checklist
Diagram
First-person narrative
Quote box
Quotes with headshots
Step-by-step guide
Survey/poll

Samples of Varied Coverage Formats

Creating layers of coverage not only allows the yearbook staff to tell more stories, but the variety in format also provides diversion for the readers who have more choices.

While many schools use other kinds of stories in combination with long-form narrative, some staffs use nothing but short bytes of copy in varying formats. This increases the need for page editors to consider the readers and the book's role as the only permanent record of the school year when planning pages, but it also makes reporting captions packed with specific reporting details even more important.

Rampages staffers use their layers of coverage to carry their theme, "One School, 1519 Moments," through the book.

On the spread covering science classes, the main feature (which is actually two moment-by-moment lab descriptions) was supplemented by four additional layers of visual and verbal coverage. A fun factoid and a photo featurette combined with a time-stamped demo description and a quote collection provide readers with a complete picture of science classes at Casa Roble.

Many of the standing heads for these features tied back to the theme either through the use of the theme words or the use of numbers.

"Get in the Moment" was a standing head for a quote feature that presented reactions from two different students.

A sports mod titled "One for the Books" allowed athletes to discuss specific memorable plays or opponents, while "One by One" allowed club members to answer questions posed to them about their organization.

By creating an array of mods that were visually similar and conceptually tied to the theme, the staff included more students, told more stories, strengthened the theme and unified the book while making the book more interesting for their readers.



RAMPAGES
Casa Roble High School — Orangevale, CA

LOOKING AT COVERAGE OPTIONS

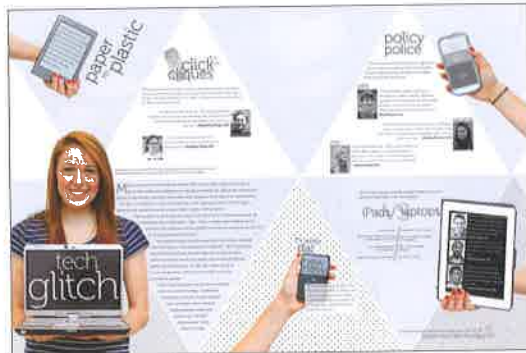
Fact Sheet (Page 53 in the student workbook)

Goal: To provide examples of spreads covering the same topics to demonstrate the endless possibilities for coverage

Goal: To make students aware that there are many ways to tell a similar story

Social media and technology occupy a part of students' lives no matter where they go to school. Almost every book contains some kind of coverage on how students make use of technology. But that doesn't mean they all look the same, include the same kinds of photos or the same main and supporting stories. Here's a look at the common topic technology.

Technology



THE CRIMSON

duPont Manual High School — Louisville, KY

The strong graphics create an interesting visual backdrop for this spread that includes various aspects of students' use of technology. The main story, including a number of student quotes, provides an overview which is supplemented by secondary coverage that includes the school's cell phone policy and iPads vs. laptops.



ODYSSEY

Chantilly High School — Chantilly, VA

Coverage is anchored by the story of one student who achieved success with her photography through her use of Instagram. Secondary coverage includes a package of six short features about students who found inspiration on the Internet and a comparison of the iPhone 5 (new at the time) and the iPhone 4S.



NUGGET

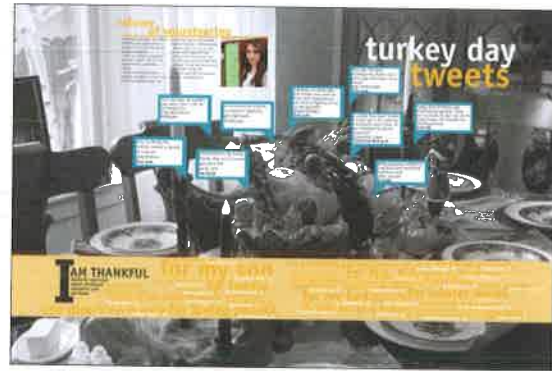
Cupertino High School — Cupertino, CA

On a spread full of familiar icons, Cupertino covers a variety of aspects concerning technology. From Facebook to Tumblr, coverage includes student quotes, a short narrative and other mods in the same format which students see on their phones and computers. A pie chart made up of recognizable logos completes the coverage.

THE JOURNEY

Heritage High School — Leesburg, VA

This coverage is more indirect, included on an interrupter spread on Thanksgiving. Along with a short feature on volunteering and quotes from 27 students about what they're thankful for come nine turkey day tweets complete with time stamps, reflecting the popularity of Twitter among students.



TEMPLAR

Temple City High School — Temple City, CA

Introduced by a clever headline, coverage comes in the form of four bio boxes featuring different questions for each student. Each bio box concentrates on the student's use of a different social network site, including Facebook, Instagram, Twitter and Tumblr.



PILOT

Redondo Union High School — Redondo Beach, CA

Coverage is anchored by the long-form narrative about a student who makes use of the latest social networks, complete with photos and captions. A secondary package features two more students and their addiction to Facebook while another uses familiar social network formats to highlight students.



TECHNIQUES

Thomas Jefferson High School for Science and Technology — Alexandria, VA

In a high school that emphasizes science and technology, the focus becomes nerds vs. geeks. A diagonal white rail divides the spread into two sections. A comparison of the use of gadgets provides the technology coverage which is supplemented by comparisons of science classes, activities and pop culture.



EXPANDED COVERAGE

Worksheet: Brainstorming for Your Spreads (Page 55 in the student workbook)

Goal: To brainstorm expanded coverage ideas for various spread topics

Spread Topic _____

Section _____

Describe the coverage of this topic in last year's book _____

Brainstorm a List of Coverage Ideas When you think about this topic, what comes to mind?	Photo Opportunities What photos would work for this idea? Be specific.	Potential Interviews Who might you contact to interview for more information?	Brainstorm a List of Interview Questions What questions can you ask?	Best Coverage Plan What method of coverage works best for this idea? Specifically, how would you layer coverage?

STEP-BY-STEP LADDER PLANNING

WORKSHEET

Worksheet (Page 56 in the student workbook)

Goal: To follow a step-by-step process for planning your yearbook's ladder

Goal: To place color pages in flat and signature form

The Ladder Diagram

Just like you would never attempt to build a house without blueprints, you should never begin a yearbook without a ladder. "Ladder" is the yearbook term for a page-by-page listing of the yearbook's contents. The number of pages to include in the book is based on financial considerations and the number of students at the school. Once the staff determines the number of pages in the book, the staff must choose the content for each page. Thoroughly filling out the ladder creates a blueprint for your book.

Coverage Should Be

- Complete and accurate
- Fair and balanced
- Fresh and lively

Balance the Yearbook Using These Considerations:

- Assign number of pages by priority established with suggested percentages on the following page.
- Organize page order by beginning with the most popular section, followed by a less popular section, followed by a more popular section, and so on to maintain maximum interest. Vary the order of sections from year to year.
- If you do not have an all-color book, use color in areas where it will appeal to the most number of students. Move the color from year to year.

Planning Your Ladder Diagram

	Total Pages	Notes
Total Pages in the Yearbook	_____	
Theme Pages		
Title Page/Closing Page	_____	
Opening	_____	
Dividers	_____	
Closing	_____	
Advertising (optional)	_____	
Index	_____	
Magazine/Insert (optional)	_____	
<i>(Subtract the totals above from the total yearbook pages to figure sectional percentages.)</i>		
Pages Available For Content	_____	

Total Pages **Notes**

Student Life 25%

Pages available x .25

New Coverage Ideas for this Section:

Academics 15-20%

Pages available x .15

New Coverage Ideas for this Section:

Organizations 10-15%

Pages available x .15

New Coverage Ideas for this Section:

Sports 15-20%

Pages available x .20

Pages per varsity sport

Pages per jr. varsity sport

Pages per frosh/soph sport

New Coverage Ideas for this Section:

People 25-30%

Pages available x .25

Seniors

Juniors

Sophomores

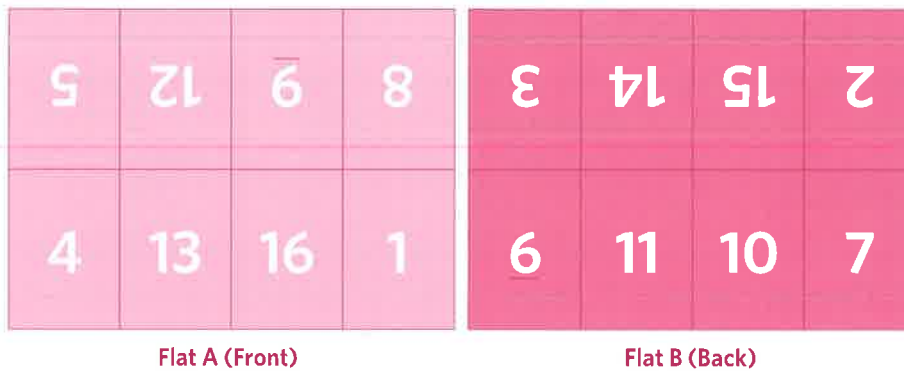
Freshmen

Faculty/Administration/Staff

New Coverage Ideas for this Section:

Planning Your Color Pages

If you are producing a yearbook with some color pages and some black-and-white pages, it is important that you place your color carefully. Color must be printed on a flat or in an entire signature. If, for example, you print color on flat A only, then every other spread of the signature will be in color, and the other pages will be printed in black-and-white (flat B). Below are two diagrams that show the layout of an entire signature for the first 16 pages in a yearbook.



Using Your Ladder Diagram to Plan Your Color Pages

A ladder diagram can help you plan your color pages if your book is not full color. In the example below, the first two signatures of a typical yearbook are shown. The pages on flat A are shaded light pink, and the pages on flat B are shaded dark pink. If you choose to print one flat in color, you must place all of the color on flat A or on flat B.

	1	TITLE PAGE
OPENING	2	3
STUDENT LIFE DIVIDER	4	5
SUMMER	6	7
FIRST DAY OF SCHOOL	8	9
HOMECOMING	10	11
HOMECOMING	12	13
SCHOOL SPIRIT	14	15
WEEKENDS	16	
	17	18
JOBS	19	20
FASHION	21	22
TECHNOLOGY	23	24
MUSIC/BANDS	25	26
ACADEMIC DIVIDER	27	28
CLASSES OUTSIDE	29	30
CLASSES IN LAB	31	32
CLASSES IN LIBRARY		

Example 1: 16 Pages in One Signature (Using Both Flats)

The staff could choose to print pages 1–16 in color, or the staff could choose to print pages 17–32 in color.

Example 2: Eight Pages in One Flat

In pages 1–16, the staff could choose to print flat A or flat B in color. Flat A would include the title page, student life divider, first day of school, the second homecoming spread and page 16 of weekends. Using flat A of the second signature as well would mean the entire weekends spread was in color, plus fashion, music/bands and classes outside. In addition, page 32 could be full color.

Some schools use alternating flats for their color so they can extend the color pages further into the book. Check with your Herff Jones representative about your ability to use color pages.