CONTENT PLOTTER

topic

page numbers

type

- ☐ Academics
- ☐ Portraits
- ☐ Seniors
- ☐ Showstopper
- ☐ Clubs
- ☐ Events
- ☐ Sports
- ☐ Student Life (Outside of School)
- ☐ Other

angular categories covered:

☐ **Personal - Voices**
- ☐ Individuals
- ☐ Teams
- ☐ Clubs
- ☐ Groups (2 or more)

☐ **Events**
- ☐ Small Event (Small Group of People)
- ☐ Large Event (Entire/Majority of School)
- ☐ Recurring
- ☐ One-Time; Time Sensitive

☐ **Achievement**
- ☐ Student Work (s)
- ☐ Achievement (Individual and/or Group)
- ☐ First Time …
- ☐ Takeaway

☐ **Impact**
- ☐ Personal - Individual
- ☐ Group - Team
- ☐ Environment - Environmental
- ☐ Small Impact (small subset of students)
- ☐ Medium Impact (class, team, club, etc…)
- ☐ Large Impact (entire school, community)
- ☐ Social Issues (current events)
- ☐ Other: _____

☐ **In-depth Analytics**
- ☐ Statistics
- ☐ Feature
- ☐ Surveys
- ☐ Other: _____

☐ **Thematic**
Tie-back topic to your theme; your universal theme question

sources:

- ☐ Students
- ☐ Teachers / Admin
- ☐ Coaches
- ☐ Sponsors
- ☐ Social media accounts
- ☐ Parents / Booster Clubs
- ☐ Other: _____

story – coverage formats:

- ☐ Story telling copy
- ☐ Detailed captions
- ☐ Quotable quotes
- ☐ Info graphics
- ☐ Sidebars
- ☐ First-person accounts
- ☐ Lists
- ☐ Pro vs Con
- ☐ Scorecard
- ☐ Fact / Fiction

- ☐ Who's who
- ☐ Survey
- ☐ He said; She said
- ☐ Interview
- ☐ Q & A
- ☐ Fact Boxes / Factoids
- ☐ Versus
- ☐ Roundtable discussion
- ☐ How did we get here?
- ☐ Quizzes

- ☐ Editorials
- ☐ Personal / Individual features
- ☐ Group features
- ☐ Timelines
- ☐ How To …
- ☐ Compare and contrast
- ☐ Recording reactions
- ☐ Anatomy of …
- ☐ Graphs
- ☐ Where will they go?

CONTENT PLOTTER SAMPLE

FRIESENS
MEMORIES CRAFTED IN PRINT
EST. 1907 — EMPLOYEE-OWNED

typical story angle

topic: Homecoming Week   **page #:** 96-97   **type:** events

angular categories covered:

☑ **Personal - Voices**   *How did Seniors feel in their last Homecoming?*
- ☑ Individuals
- ☑ Teams
- ☒ Clubs   *What was it like organizing the event?*
- ☐ Groups (2 or more)   *How does Homecoming affect the community?*

☑ **Events**
- ☐ Small Event (Small Group of People)
- ☑ Large Event (Entire/Majority of School)   *Was the event impacted by social issues in the world?*
- ☐ Recurring
- ☑ One-Time; Time Sensitive

☒ **Achievement**   *Any cool artwork? Banners? etc...*
- ☒ Student Work(s)
- ☒ Achievement (Individual and/or Group)   *Did the football team win? Any big achievements by an individual, group or team?*
- ☒ First Time ...
- ☐ Takeaway   *How was it for a rookie football player - cheerleader? What was it like for a Freshmen, new student and/or staff member to campus?*

☒ **Impact**   *What was the impact of being named Homecoming King/Queen?*
- ☒ Personal - Individual
- ☒ Group - Team - Club - Grade Level
- ☒ Culture (Community, School, etc...)
- ☐ Small Impact (small subset of students)
- ☐ Medium Impact (class, team, club, etc...)
- ☐ Large Impact (entire school, community)
- ☒ Social Issues (current events)
- ☐ Other: _____

☑ **In Depth Analytics**
- ☑ Statistics
- ☑ Feature
- ☒ Surveys   *How did you like the event? What was your favorite part? Favorite activity during Homecoming? Rate your experience this year*
- ☐ Other: _____

☒ **Thematic**
Tie-back topic to your theme; your universal theme question
Ask that dominant question to anyone affiliated with the event (organizers, attendees, etc..)

sources:

- ☑ Students
- ☑ Teachers / Admin   *Talk to the football coaches!*
- ☒ Coaches
- ☒ Sponsors   *Talk to all the sponsors; Cheer, ASB, etc..*
- ☒ Social media accounts   *Check the school, clubs, teachers and even local news social accounts*
- ☒ Parents / Booster Clubs   *Reach out to parents & boosters in attendance; they offer unique perspectives!*
- ☐ Other: _____

story – coverage formats:

- ☑ Story telling copy
- ☑ Detailed captions   *Great quotes about the event*
- ☒ Quotable quotes
- ☒ Info graphics   *Unique data can be converted into cool infographics!*
- ☐ Sidebars
- ☑ First-person accounts
- ☒ Lists   *Spirit days, top 10 moments, etc..*
- ☐ Pro vs Con
- ☒ Scorecard   *Football scores, statistics, etc..*
- ☒ Fact / Fiction   *Organizing Homecoming, Football Facts, Homecoming Fictions*

- ☒ Who's who   *Important individuals; Individuals in a group*
- ☒ Survey
- ☐ He said; She said
- ☑ Interview   *Simple and straight forward!*
- ☒ Q & A   *Fun facts about the week/events*
- ☒ Fact Boxes / Factoids
- ☒ Versus   *Is this year different from last year?*
- ☐ Roundtable discussion
- ☒ How did we get here?
- ☒ Quizzes   *Engage your reader; have them test their knowledge*

- ☒ Editorials   *Find an accessible person to interview; get their perspective!*
- ☒ Personal / Individual features
- ☑ Group features   *Timeline of spirit days; Timeline of football game*
- ☒ Timelines
- ☒ How To ...   *Organize a Homecoming week; Prepare for a football game*
- ☑ Compare and contrast
- ☒ Recording reactions   *Capture reaction in pictures, quotes, words; find ways to communicate the emotion!*
- ☐ Anatomy of ...
- ☒ Graphs
- ☐ Where will they go?

always remember

- Consider all **angular coverage categories**. They will give you new ideas, ways to approach a topic and uncover something different.
- Put yourself in your **reader's shoes**. What would a student want to know about an event ? What would they want to know in 10 years? What might a parent and/or staff member want to know?
- Work with **content you have**. It's not always possible to have all the content you want. Work with what you have by selecting the best coverage format possible.
- Think **outside the box**! Finding unique ways to tell stories makes your book that much more interesting for your readers.
- Don't be afraid to **consult your plotter multiple times** as circumstances change.