



Curriculum Guide



Booklet 5: COVERAGE



At its best, a yearbook tells the story of a unique year in the history of a school community. It combines hundreds of narrative threads that we weave together with photographs, various types of writing and supportive visuals to create a school's story. Yearbook staffers must always think of themselves as storytellers and not just compilers of facts and photographs.

Coverage cannot be random or unfocused. A plan must be developed to bring all the individual stories together. With a theme now fleshed out, it is now time to delve deeper into coverage planning and development.

GENERATING CONTENT & COVERAGE IDEAS

The key to any publication is excellent coverage. Finding new and interesting angles to cover is key to keeping your readers engaged and locked into your work.

THE ESSENTIALS

Every yearbook, regardless of the organizational structure, has a core coverage structure. It covers all the traditional events, clubs and sports that occur in the school. This structure can be broken down into the following categories:

- **Academics:** Includes all areas of study plus all the support services the school (library, media, counseling, etc.) and anything students might do outside the school environment like college classes, SAT, ACT, tutoring and more.
- **Athletics:** Includes all school sponsored sports as well as competitive and non-competitive activities outside of school (sports clubs, casual fitness, etc.)
- **Activities:** Includes all school-sanctioned clubs and organizations but may also include off-campus activities (youth groups, volunteer opportunities, etc.)
- **Lifestyle:** Includes anything students do outside the school, from practicing their spirituality to part-time jobs to enjoying popular culture. Events are occasions we normally find on the school calendar, from Homecoming to Prom from the fall play to the winter pep rally.

Although content for these categories are relatively easy to gather, we must keep in mind that it should work in tandem with our theme. When developing your coverage structure, keep the theme in mind and, whenever possible, pull in elements from it.

ASSIGNMENT #1

Individually, have students brainstorm as many ideas/events/subjects as they can (a minimum of 5) for each category. Do not have them get stuck on what was covered in last year's yearbook. Additionally, have the students find ways to tie-in three subjects/ideas/events into the selected theme.

After 15 minutes, have students form small groups and compare the lists they have compiled. Do not delete anything from the list, rather, select one list and add any missing items from the other two lists. If the item is on all the lists, put an asterisk next to it.

Once complete, come together as a class. The items that have an asterisk next to them are what your readers would expect to be covered. This will give you an essential list of 'what readers expect' and it is vital for creating your base coverage plan. Additionally, this list will also give you a good roadmap on how to tie-in your theme into your core coverage!

SECONDARY COVERAGE

When developing a page ladder, we often outline the essential coverage elements that we will cover. Although this does give us a great start, we cannot forget to investigate secondary coverage elements for each spread.

Secondary coverage gives our publication several key opportunities that allow us to broaden our reach and further entice our readers. It ...

- enhances our core content with supplemental facts, quotes, and opinions.
- allows us to include information that does not fit in traditional copy, captions, or other content structure
- gives us the unique opportunity to bring together art and copy to entice the reader to stay on a page a little longer.

Most importantly, secondary coverage gives us the opportunity to carry our theme throughout the book in a variety of unique ways. Some examples of this are:

- Create survey questions that relate directly to the theme.
- Use theme colours, graphics, and typography on your infographics.
- Create various sidebars and personality profiles that incorporate with the theme.

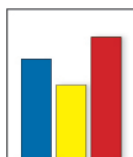
Getting secondary coverage information does take work however, unlike your core coverage, it can be done nearly any time of year. You can conduct surveys, interview students, or do research at any time. Some of the data that can be included is:

- Including information gathered through student polls, surveys, or other opinion-based information.
- Interesting quotes, trends and viewpoints can create unique coverage options.
- General club, class, sport, or team information can often make dry, normally uninteresting, data exciting.
- Numerical data, statistics and timelines can be made more palatable.

Once data is gathered, there are multiple ways to display the secondary coverage. Some of these include:

- Polls/Surveys and Graphs: Polls provide a quick read of relevant information. The answers can be displayed as graphics, graphs, infographics, and more.
- Charts: The best way to quickly display information. They can incorporate your theme's colours for different areas. Some best examples are pie charts, bar charts, scoreboards, fast fact boxes, etc...
- Lists: A great format to display information in a clear and simple manner; particularly if you are in a space-crunch. They can be ordered using numbers or simply use bullet points.
- Quotes: Interesting and compelling quotes grab readers' attention and leave them hungry for more. They can be visually appealing when used as an independent design element. It can be a great way to tie in thematic typography!
- Sidebar Copy: Always shorter than a feature story, they provide an in-depth look at one aspect of the main story. You can include pull-quotes, images, graphics, statistics, or other visual representation.

Below are other visual representations of secondary coverage options:



Bar chart

Compare the relative amounts of individual items

Lede • The first sentence of a news story answering the basic questions: who, what, when and where.
Inverted Pyramid • Describes the structure of a news story.
Byline • The author of a published article.
Source • Anyone interviewed for a story.

Glossary

Help the reader make sense of the story with terms and definitions

JOSEPH PULITZER
Born • April 10, 1847 in Mako, Hungary
Died • Oct. 29, 1911 (age 64) in Charleston, S.C.
Political party • Democratic
Occupation • Publisher, philanthropist, attorney

Bio box

A series of names, tips, components, previous events — any categories that add context to a story



Map

Give readers geographical information by showing the location of events and where those events are in relation to other areas

12
Roses were on the table
3,456
Students attended
\$93,451
Amount raised for charity

By the numbers

Compile key numbers into a list and give the numbers context; useful for numbers with a lot of statistics or budget figures



Pie chart

Compare parts that make up a whole, usually in terms of percentages



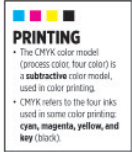
Diagram

Explain the parts of an object or process or how something works

45%
People who said they send more than 10 text messages a day.
32%
People who spend more than an hour a day on Facebook.
Source: August 2010 Poll of local students.

Public-opinion poll

Report simple survey results as statistics or as quotes from people responding; does not have to be a scientific poll



Fast-fact box

Itemize key characteristics of people, places, products or organizations



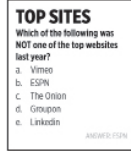
Question & Answer

Put questions in a logical order; edit answers to be succinct as indirect quotations



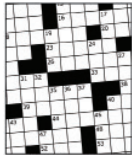
Fever chart

Observe trends, often over time (on the horizontal axis)



Quiz

Include the answers of multiple choice, short answer or matching questions



Game

Provide reader interaction with modifications of board games, word finds and crossword puzzles



Quote collection

Group comments on a topic by newsmakers, readers or random people affected by the story's topic



Checklist

Provide reader interaction with anything from a grocery list of a teenage mom to the things the drum major thinks about before taking the field at halftime



List

Put items such as names, parts of a whole, dates, facts together in one place for quick reading; can be ordered (numbered) or unordered (bulleted)



Rating

Compare items showing to one another on a scale



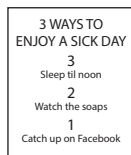
Timeline

Recap anything from a person's life, a run to the state championship or anything else with a chronology



Step-by-step guide

Guide the reader through a process from start to finish



Top 10

List items, often in reverse order, in this form of survey popularized by the Late Show with David Letterman

Country	Population
China	1,399,724,892
India	1,210,191,422
United States	311,860,000
Indonesia	237,556,363
Mexico	112,336,538
Canada	34,533,000

Table

Organize and relate various items in rows and columns

ASSIGNMENT #2

In small groups, break up the page ladder and get each group to come up with between 10-30 different secondary coverage ideas. In addition to the ideas, have the groups come up with the method in which they would collect the necessary data as well as how they will display it to the group.

Once complete, have the groups present the ideas to the class. After the presentations are complete, compile a list of secondary coverage ideas for each spread and add them to your ladder. Make sure you also take the necessary steps to plan for the gathering of the necessary content.

HIDDEN STORY COVERAGE

The most important thing to know about coverage is that there are no stories about events like homecoming, football, or English class. Although we have spreads devoted to each of those, it is more about structuring our topics not about the story-telling that readers should find on each spread. Stories are written about people and their experiences. These stories can come in all shapes and sizes – from captions to formal profiles, from quote collections to short anecdotes – but all those moments combine to form the narrative of the year.

Although we work to gather the coverage for these stories, another level does exist that often goes overlooked. Hidden story coverage is looking past the obvious coverage assignments and digging deeper. In other words, looking for the intimate moments, heartwarming stories or pieces that would go overlooked. An example of this would be:

- A young woman assistant trainer who tapes dozens of ankles each day and endures hazing but loves the job.
- About a girl in World Literature who never speaks out in class but who has her own blog.
- A man who graduated from your school, discovered his love for literature after working at Target for several years and who has returned as a teacher.

Finding this kind of hidden coverage is key to making your publication that much more meaningful and impactful on your school and community. These stories can be placed in the yearbook as a secondary coverage piece or even as its own spread (as a showstopper).

ASSIGNMENT #4

Have your entire class break up into pairs and, in pairs, have them interview each other. Students should be looking to uncover hidden stories, talents, or other skills that the other individual may have (and would not be known otherwise).

Once complete, call each group to present their findings to the class. This will show that hidden stories exist everywhere, even in your own class!

COVERAGE ORGANIZATION

Although you have already established your Yearbook's organizational standard (Traditional vs Chronological vs Other), coverage still requires another layer of organization. We must ensure that all stories are covered, hidden story coverage is uncovered, and secondary coverage is developed.

The first step to organization is ensuring that the larger organizational pieces, those visible to the entire class, cover what needs to be captured.

LADDER DEPTH

Generally, most yearbook page ladders only offer one layer of organization; covering the essentials. Adding different layers of coverage organization on different pages enables a staff to know what other pieces they need to gather. Consider adding in a section for each page where you indicate what secondary coverage you will be adding or an area to indicate if you will be adding in a hidden coverage story. These details will help your staff know what they should be gathering where.

PLANNING CALENDARS

Most planning calendars often show big events such as big games, tournaments, events, etc. Look at creating timelines, deadlines, and submission dates for other kinds of coverage.

Secondary coverage can be gathered at almost any time of year; make sure you add specific timelines on the calendar for surveys, gathering of statistics or other data you need to generate this coverage. Make sure to indicate how you will be gathering this information (paper polls, interviews, social media polls, etc.)

For hidden story coverage, create more general deadlines (possibly monthly), where so many stories must be submitted by staff members. These stories may often require one or two meetings to gather all the facts. Giving longer deadlines will ensure you can get the entire picture and create truly meaningful coverage.

ASSIGNMENT #5

As a class, look over the page ladder. Add coverage depth to the various spreads and flag what areas would contain hidden story coverage.

Once complete, look over the planning calendar and create a system of deadlines and expectations that the staff will follow to ensure all coverage is gathered.