

# TIPS FOR GETTING TO ZERO ZEROS

**Coverage will not create itself. Take time to seek out every student's story.**

## **Divide and conquer**

- ▶ Create your index early to track covered students.
- ▶ Gather the last four yearbooks and a student body list. Go through the list with indexes in hand. Count the number of times each student is included in the books. This is your coverage or index report.
- ▶ Begin planning coverage ideas to include these students who have not been covered in the past.

## **Coverage idea contest**

- ▶ Run a staff contest to come up with the most interesting story that was previously unknown.
- ▶ Have staffers interview at least 10 students they do not have classes with or know personally.
- ▶ See who can uncover the most unique angle for a story about one or more of their interviews. Not all interviews will turn into feature stories or profiles, but all information can be used for talking heads or sidebar coverage in the portrait section.