

# ZERO ZEROS

**The ultimate goal of a yearbook is to have zero students covered zero times.**

Imagine attending a school for 180 days and not finding yourself on a single page of your school's yearbook. Not seeing your involvement or presence at all. That doesn't feel great. All students deserve to be remembered, and their stories told in our books.

**Coverage reports**

- ▶ To tell every story, scour your index at the start of each year to log coverage of every student from past years. Compare that to a complete student roster. List the students who were not covered.
- ▶ This list becomes part of your coverage strategy — your crusade for the coming year to get the number of students you've left out to zero.
- ▶ As you run the index, pay attention to students in your student list who don't have any entries and add them to your O/O list.
- ▶ Make a list of over-covered students and check if there are substitutions that can be made. The best photo doesn't have to be of the popular team captain who is probably covered more often.