

MORE ONLINE

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A guide for new advisers.

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TEAM AND LEADERS
Cultivate the community that works.

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It unites the verbal and visual.

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They all have stories to tell.

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COVERING YOUR SCHOOL

HOW TO YEARBOOK

HERFF JONES  BY YOUR SIDE.

five

TAKEAWAYS TO MAKE YEARBOOKING SUCCESSFUL

1 Master traditional coverage
Don't worry about the latest trends in coverage until you have the right set of staffers to attack them. **p. 11**

2 Zero Zeros
The ultimate goal of a yearbook is to include every student. Take time to ensure every student is covered. **p. 32**

3 Climb the ladder
Organizing coverage and using a ladder to plan your yearbook spread by spread is the key to meeting deadlines. **p. 24**

4 Keep the record
No matter what you choose to cover in the rest of the book, there are specific record-keeping elements you must include. **p. 09**

5 Know your audience
Look to your student body to find the flavor of your yearbook. **p. 07**

WHAT'S INSIDE

COVERING YOUR SCHOOL



KARA PETERSEN, CJE

"When we have 10, 15, 20 pictures on the cover, I can look at it and say these have great print quality, these tell the story of the theme, there is a good verbal visual here. But here is the question I can't answer for you: Does this collection of photos represent your school?"

HERFF JONES REP
NORTHERN VIRGINIA

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L

THEIR STORIES
WOULD BE LOST
FOREVER — IF NOT
FOR THE HEART
INFUSED IN
EVERY WORD,
EVERY PICA AND
EVERY PIXEL.



MELISSA KWAN • THE HARKER SCHOOL • SAN JOSE, CA

COVERING YOUR SCHOOL

WORDS
TO KNOW**Angle**

- ▶ A writer's specific focus on a broader topic. For example, on a theater spread: The star of the musical was almost late to opening night because he was pitching in the state final game, as opposed to facts and figures about the star.

Chronological coverage

- ▶ Coverage based on a time element. Can be divided into sections based on seasons, months or weeks, or not divided at all.

Colophon

- ▶ Pronounced like marathon. A list of the technical printing information for the book, including number of copies, colors, fonts, photography company and awards won by the previous year's staff. Often appears after, or part of, the index.

**NO FRIEND
ZONE**

Yearbook is not about putting yourself or your friends in the spotlight. Keep track of which students make it onto which pages. Ensure equal and fair coverage by including as many students as possible. For tips on how, turn to p. 32.

Digest coverage

- ▶ Coverage that is broken into bite-sized chunks. Comes from the idea that it is easy to digest. Short for "the Reader's Digest version." Or, a shortened condensed version of a story. Brevity in reporting allows for more modules to appear on a spread.

Feature

- ▶ Formerly called an interrupter or showstopper spread, coverage which is presented in a different fashion to break up the visual monotony created by templates.

Jump coverage

- ▶ Using more than one spread for a topic and linking the additional spreads to the first with a headline, logo or similar design.

Modules (mods)

- ▶ A package (sidebar, set of quotes, etc.) of brief content used to expand coverage. Modules often relate back to your theme or concept.

Personal profile

- ▶ Highlights one specific person, assuming that person's story will capture enough attention to stand alone. The quotes come primarily from the subject of the profile.

Reader service

- ▶ Both visual and verbal elements of the book that help readers navigate the content and find what they are looking for. These include repeated graphics, folios, indexes, table of contents, etc.

Supplementary coverage mod

- ▶ Any small level of coverage, primarily used to get more student quotes and faces in the book.



CARRIE FAUST, MJE

"Yearbook is about being intentional, about intentionally choosing a theme, and a design, and an organizational method that can include as many people as possible. And to be intentional about who those people are."

YEARBOOK ADVISER
SMOKY HILL HIGH SCHOOL
AURORA, CO

Traditional coverage

- ▶ The time-honored structure for a yearbook. The six sections are student life, clubs, academics, people, sports and reference. Each spread focuses on an event, group, topic or team.

Umbrella coverage

- ▶ Coverage on a spread based on a general topic rather than a specific event, group or team.

Webbing

- ▶ Brainstorming exercise to generate topic-based coverage ideas.

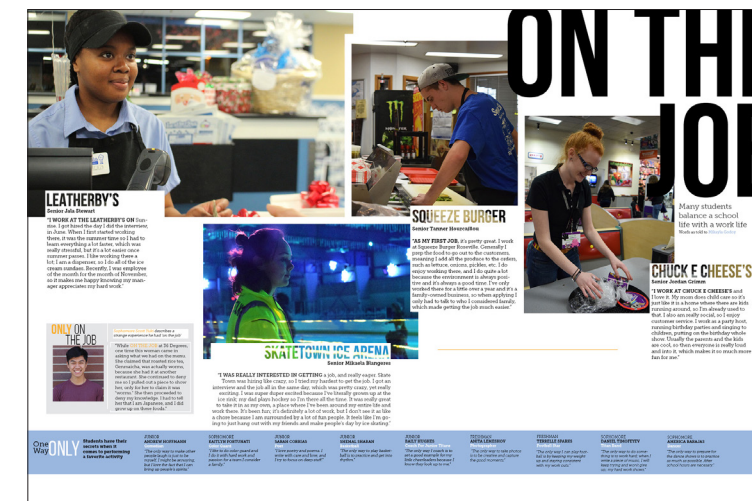
Zero Zeros

- ▶ Coverage philosophy and technique where the goal is to include every student at least twice. Some staffs take their goals to three or more.



UNDERSTANDING COVERAGE

Essentials ▶ Learn how to include diverse experiences and perspectives.



WHAT ARE THE FUNCTIONS OF A YEARBOOK?

History books

▶ It is the publication of record for the school. It's the one place where the complete story of the year is told, so the staff should cover an entire year's events. It is especially important for the staff to make their work accurate and complete.

Memory books

▶ They should tell the stories of the year so vividly those who attended the events will recognize them and those who could not attend will clearly know what happened. Students will relive the events for years to come.

Reference books

▶ Community members will use them to look up pictures of students, sports scores, team members, organization members, officers and faculty members in the publication year and for decades to come.

WHY A YEARBOOK?

The purpose of a yearbook is to tell the unique story of students at a specific school during a given year. Those key words – unique, specific and given – remind the staff the storyline should be one of a kind. It should be different from last year's book and from others in the area.

Teaching and learning tools

▶ Staff members learn from the practical experience of gathering information, working collaboratively, meeting deadlines, managing money, problem solving, managing stress and time, and using critical thinking skills to determine content. The skills students gain through producing a yearbook will serve them throughout their lives.

Public relations tools

▶ The easiest and quickest way to learn about a school is to look at its yearbook. In just a few minutes, a new student, prospective home owner or business person can learn about the school's academic programs, athletic teams, club activities, faculty and student body.

WHO'S IN THE YEARBOOK?

The purpose and function of a yearbook determines coverage. Develop theme, ladder and contents with your answers to these questions.

Who is our audience?

▶ Students are the first and most important audience. That's why it is important to do the research and ensure the book accurately represents the student body. What ethnic groups are represented? What's the male-to-female ratio? How many students are in each class? What are favorite interests and pastimes of the students? It's important every member of your student body can identify with the content of the book.

How do we tell every student's story?

▶ Not every student will be involved in easy-to-cover activities, but they should still be covered. Asking what they do when they are not in school might lead you to topics you have overlooked or personalities you might not have covered.

ANTELOPE HIGH SCHOOL ANTELOPE, CA

▶ For their jobs spread, the staff used extended quotes addressing the who, what, when, where, why and how of student jobs. Coverage should include anything in the students' lives. Brainstorm all of the ways people at your school have to juggle activities. A common word or theme might reveal itself to create a spread.



LAKE CENTRAL HIGH SCHOOL ST. JOHN, IN

▶ Covering academics can sometimes be difficult, as the same classes generally will do similar activities each year. Find interesting stories about students in the classes to tell the unique story of this school year. This staff used talking heads (head shot photos with quotes) to discuss classes not covered elsewhere and wrote about new choir teachers, as it was applicable to only this coverage year.

WHO SHOULD WE COVER?

What about the people behind the scenes?

- ▶ Coverage shouldn't be limited to the leaders. Those who work behind the scenes can provide a fresh perspective of the event/team/group/topic.

How does theme relate to coverage?

- ▶ The theme sets the storyline for the entire book. The best themes are so relevant to each section that the staff will have no problem including at least two theme-related supplemental coverage mods to every page.

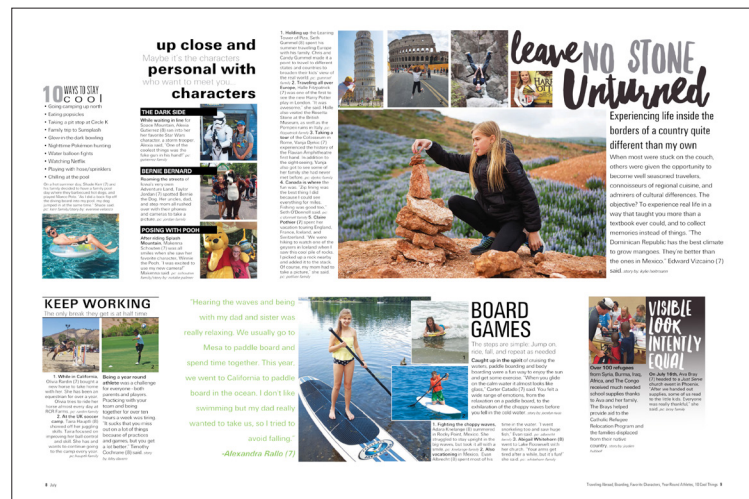
How can we be certain we cover all aspects of the school?

- ▶ Keeping a list of all students, organizations and teams in school is the first step in tracking coverage. Students who have been quoted or pictured three times should not be covered again unless absolutely necessary. You can also run the index or create a coverage report in eDesign. This will tell you how many times each student is covered.



LANGLEY HIGH SCHOOL MCMLEAN, VA

- ▶ A sign of good coverage is when the stories that happen every year are fresh and new. This staff covered the school mascot with the angle that underclass student don't know who the mascot is. This is specific to the year and the school. The staff added layers through talking heads of students and their guesses of who dressed as the mascot.



GREENFIELD JUNIOR HIGH SCHOOL GILBERT, AZ

- ▶ Mixed with captions, lists and extended quotes, the Greenfield Junior High staff used layers of alternative coverage formats to vary its spreads. It also combined similar topics, such as water activities that use a board, to create packages instead of incorporating multiple small mods.

Skill-builder

TRULY, THE ONLY PERMANENT RECORD

Understand the responsibility of creating the only permanent record of the school.

- ▶ Break into teams, each with a yearbook.
- ▶ Keep score as you seek details.
- ▶ The first team to find each fact in print will get three points and every team that can document the details gets a single point.
- ▶ Circulate the room to see their information as you tally the scores. You may choose to determine that no team should search for longer than 90 seconds.
- ▶ As you award top points for each detail, ask them to share how they found it so quickly, knowing this may allow other teams to score as they learn more about the yearbook.

PRO TIP

The only way to create a permanent record of your school is to be on top of it. Use a calendar as your guide to cover as many events as possible. Have the calendar be where staffers can easily see and edit the calendar. Include sporting events, community events, academic events, or any event that affects your community.

Details you might search for:

- The principal's name
- The number of seniors
- Overall enrollment
- The date of homecoming
- The volleyball team's season record
- The score of the boys' basketball game against your rival
- The first page on which a club appears
- The name of the band director
- The name of the junior class president
- The number of times the student council president was in the yearbook
- The name of the student council adviser
- The volume of last year's book
- The largest club on campus

This should reiterate the need for an index, accurate scoreboards, complete title page information and thorough reporting.



WHAT TO COVER FOR TRADITIONAL COVERAGE



LAFAYETTE HIGH SCHOOL WILDWOOD, MO

- In this traditional book, all mods and quotes are about one event. On this Special Olympics spread, coverage includes a mod on a dance party, lengthy captions detailing the event, direct quotes about the defining moments, as well as a traditional longform story.

CHOOSING COVERAGE STYLES

Essentials ► Give coverage the importance it deserves.

There are three main ways to plan for coverage: Traditional, umbrella (or topical) and chronological.

Traditional coverage

- Traditional coverage divides the book into six sections — student life, clubs, academics, sports, people and reference. Each sport and student club would receive its own coverage.

Ex. There would be a golf spread that is separate from the cheerleading spread. Coverage is determined by the big events of the school year.

PRO TIP

Regardless of your coverage plan, supplements can help showcase events that you may not have been able to include in the book. Supplement topics can include spring sports, prom, graduation, senior superlatives, and any other event that happens after your final deadline.

Umbrella/topical coverage

- Umbrella or topical coverage sections are determined by the book's concept or theme. Instead of traditional events and subjects, coverage is dependent on the topic.

Ex. A traditional book might have a homecoming spread, but an umbrella coverage book might have a spirit spread or package featuring several other examples of spirit along with homecoming.

Chronological coverage

- Chronological books are divided into sections based on time elements. This could be weekly, monthly or any other way time is divided. Spreads can also simply flow chronologically without designated time frames.

Essentials ► Understand use of traditional coverage.

With traditional coverage, sections are divided into six categories: Student life, academics, sports, organizations, people and reference, all separated by theme-focused dividers.

Student life

- Coverage focuses on all aspects of students' lives on and off campus.
- School events combine with feature topics that may change from year to year.
- Includes topics that define the year such as fashion, music, technology, entertainment and issues affecting students.
- Consider first-person stories, quote presentations, trendy typography and graphics. Use creative reporting, which allows students to talk about their lives in their own words.



PARKWAY WEST HIGH SCHOOL BALLWIN, MO

- Parkway West used a spread topic of homecoming in student life to cover multiple events related to the week, rather than just the dance. Coverage includes spirit dress days, powder puff football, a restaurant creating unique specials for each grade level and poster making.

WHAT TO COVER FOR TRADITIONAL COVERAGE



MIRMAN SCHOOL LOS ANGELES, CA

- ▶ All of the art classes are covered on this spread. Although the dominant photo and copy are on one project for one student, the other photos and quotes provide coverage of other grade levels and classes. Mods on what inspires students and what it feels like to finish an art piece round out the spread and allow students to tell their stories in their own words. Photos and copy all focus on learning.



JAMES ENOCHS HIGH SCHOOL MODESTO, CA

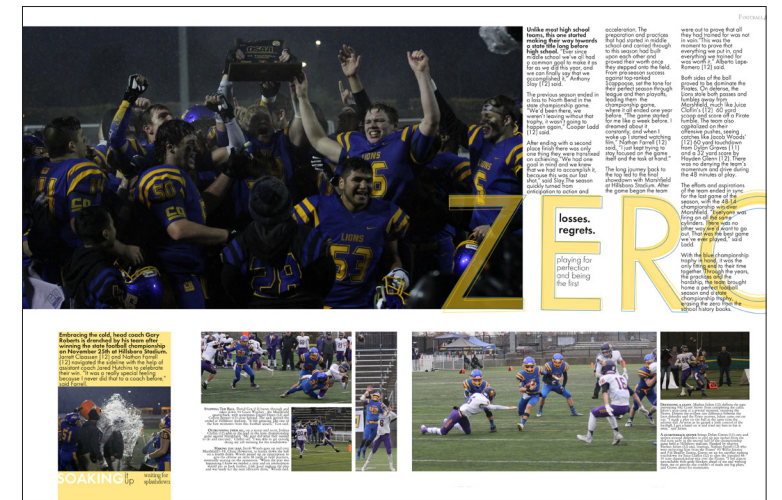
- ▶ This spread covers everything trade-related. Coverage includes classroom experience and events that occur outside of school. The copy focuses on quotes from students about their particular interests in the department, providing the complete picture of classes offered.

Academics

- ▶ Should include any class where the student earns academic credit.
- ▶ Since learning is the primary reason for school, you must cover it.
- ▶ Focus on students and teachers interacting and learning with hands-on activities.
- ▶ Cover core classes as well as electives.
- ▶ Cover all academic levels.
- ▶ Use the people section, not the academic section, to cover faculty personalities, programs or activities.
- ▶ Avoid cliché photos such as teachers at the chalkboard, students reading at their desks or the tops/backs of students' heads.

Sports

- ▶ Every team's coverage should include a team picture and a scoreboard with the results of games played. These record-keeping items may appear on the spread, in the reference section or in the index.
- ▶ Varsity and JV teams can be grouped together, or varsity teams can have their own spreads while JV teams are clustered on a separate spread. However the staff decides to organize the coverage, it should be balanced by sport and gender.
- ▶ Avoid chronological season wrap-ups and instead focus on people and the moments they shared.
- ▶ Include photos from several games. The captions should be specific to the photo including the name of the team member, jersey number, opponents' names, date, final score of the game and result of the play. It's not too hard to find opponents' rosters.
- ▶ Expanded coverage could include sports fans, team managers, field maintenance personnel, bench and sideline activity, sports routines and individual non-school sports.
- ▶ Stories should cover practices and preparation, as well as games and the physical and psychological issues that go along with competition. A sport is a sport, but how each student approaches it will make your book unique to the year.
- ▶ Understand and use the appropriate language unique to the sport.
- ▶ Allow flexibility in case there are post-season playoffs and championship games.



COTTAGE GROVE HIGH SCHOOL COTTAGE GROVE, OR

- ▶ A horizontal dominant image anchors this spread on football. Along with the traditional longform story that highlights the team going to the state final, coverage includes the coach's reaction after having iced water dumped on him and two secondary picture packages of coverage. The team picture and scoreboard appear in the book's reference section.



SUFFERN HIGH SCHOOL SUFFERN, NY

- ▶ This spread spotlights the girls' basketball team. Stories range from team hikes with sunrise Instagrams, a senior shoutout, two team pictures and a picture package of action shots. The team record is also displayed on the page, but could be featured in the reference section.

WHAT TO COVER FOR TRADITIONAL COVERAGE



SUNNY HILLS HIGH SCHOOL FULLERTON, CA

- ▶ This spread covers culture clubs, including the Korean and Spanish clubs. Other spreads in this section are also grouped into different kinds of clubs such as entertainment clubs. Talking head mods about cultural foods and celebrations add to the variety of activities pictured from the clubs.



REDONDO UNION HIGH SCHOOL REDONDO BEACH, CA

- ▶ This spread focuses specifically on the Robotics Club, rather than all technology-oriented clubs. Coverage of the club includes a senior's solo project, students' reasons for joining, descriptions of how to build a prototype and the club's steampunk-themed robot.

Clubs and organizations

- ▶ All groups should be covered fairly.
- ▶ Focus of coverage should be on events and accomplishments of the year rather than a listing of officers, goals and meeting times. Report on what made this year different for the club.
- ▶ Avoid using photos of in-school organizational meetings.
- ▶ Group organizations can be covered thematically — all honor societies together, service organizations, performance groups, etc.
- ▶ Each group typically does not need its own spread. Group photos should be included in the reference section.
- ▶ All groups should be reported on fairly and equally and given the same amount of space.

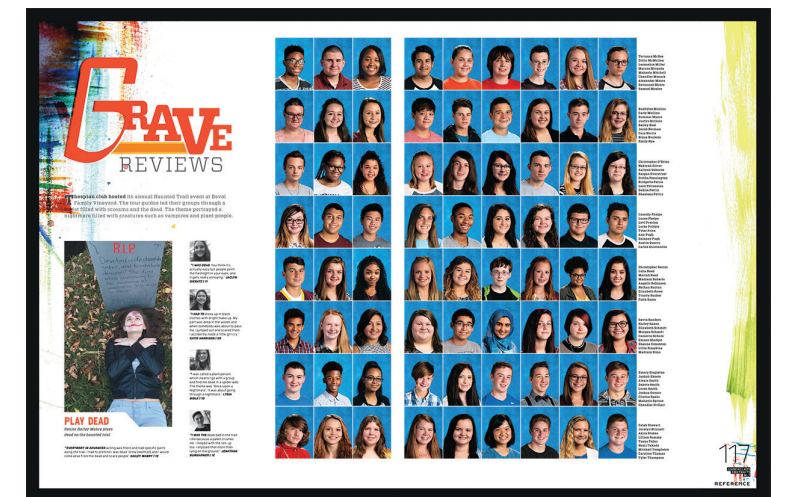
Portraits

- ▶ The portraits section covers all of the people in the school — students, faculty, administration and staff. All of these groups appear under one divider.
- ▶ Every spread should include coverage of some sort beyond just the portraits.
- ▶ Feature stories are the perfect chance to cover difficult-to-photograph topics or unique stories not warranting full spreads in student life.
- ▶ Faculty and staff identifications should include full names, subjects taught, teams coached and organizations sponsored. Schools attended could also be included.
- ▶ Senior spreads may include senior accolades, or accomplishments, including awards, honors and activities.

- ▶ Names should go to the outside of the portrait panels, not below.

- ▶ Underclass portraits may be grouped by grade levels or as a school-wide section. If all together, remember to include grade levels with each name.

- ▶ See more specifics in the People and Index section.



BROOKVILLE HIGH SCHOOL LYNCHBURG, VA

- ▶ Using feature stories and mods that don't necessarily fit with any other topic in the book, this staff added an extra layer of coverage through talking heads and personal profiles. But, the section remains visually consistent.



WESTFIELD MIDDLE SCHOOL WESTFIELD, IN

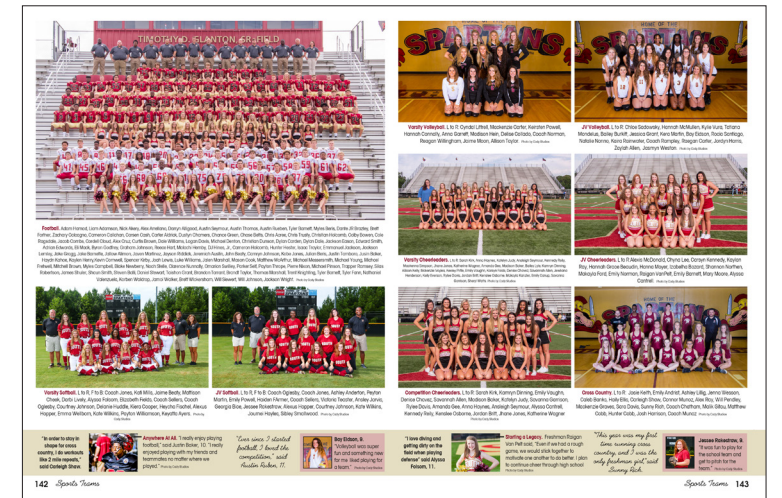
- ▶ The staff at Westfield inserted profiles into the panels to break up the monotony of portraits. There are dozens of ways space can be allocated for this type of coverage, so plan ahead when building the portrait panels to allocate space for your desired look.



IRVINGTON HIGH SCHOOL - IRVINGTON, NY

Reference

- Includes record-keeping elements such as team pictures and scoreboards, stats about the groups, officer names, number of members and significant activities.
- This section is not included in all books, but if used, it is a good idea to guide the reader from the coverage spreads to the reference section and from the reference section back to coverage spreads.
- Sports teams and organization group shots should differ in size based on the number of people in the photo. Every face should be large enough to see. Faces should be the same size in all group photos.
- The index should include everything in the book in one alphabetical listing. All references — in copy or a photograph — to people or an event should be listed. Topic listings that are not students should stand out somehow, such as in bold, all caps, italics, etc.
- Coverage of the community may be incorporated into this section.
- The index should also reflect the theme, usually with theme-related mods of extra coverage and initial letters beginning each new section of the alphabetical listing. It should be styled to look like the rest of the book.
- The colophon holds the staff acknowledgments and editor's note. It usually appears after the index and lists technical aspects of the yearbook's production. It may include type styles, paper stocks and cover and endsheet materials.



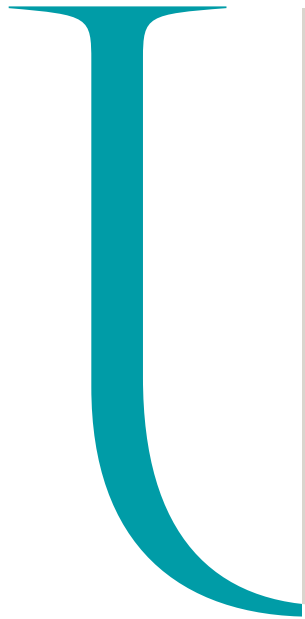
SOUTH PAULDING HIGH SCHOOL DOUGLASVILLE, GA

- Sports team pictures are large enough to see faces and numbers of players. Additional coverage includes headshots of players to cover more students. Refer to the People and Index section for more details.



NORTH BROWARD PREPARATORY COCONUT CREEK, FL

- Coverage in the clubs reference section can include candid photos and headshots for increased student inclusion. Candid photos could include full captions, just quotes, or even just the students' names depending on space. Club photos can be grouped by club type or alphabetically. This spread focuses on honor societies.



UNDERSTANDING UMBRELLA

Next level ► Understand how non-traditional coverage is developed.

- Topical or umbrella coverage is based on a broad topic.
- Ex.** If your school decides to do a section on school spirit, you can cover student sections at sporting events, homecoming, cheerleaders, pep rallies and other similar events on the same spread.

BEAT COVERAGE

Divide clubs, academic departments, sports and major topics among staffers and have them check in with key members from each on a regular basis, asking for potential story ideas. Get people invested in the creation of your book.

- On a more complex level, spreads are planned around an abstract idea. A spread on commitment could include smaller coverage packages on commitment to a club, a sports team, a job, family or a belief.
- If your staff has decided to experiment with umbrella coverage, make sure the organization is logical. Use key words to divide the book and keep it consistent. Be clear about how the book is divided and provide contents listing and index so the readers can find desired content.
- Staffs searching for a different way to organize content might consider topical or umbrella coverage. With this type of coverage, each spread includes multiple coverage packages relating to the same broad topic.



- If all the stories come from one section of the book (academics, sports, etc.), then the coverage would be considered traditional. If the coverage comes from multiple sections of the book, but is grouped by a single word or phrase, then it is considered umbrella coverage.
- Make sure every activity, event, class, team and club is included somewhere in the book. This will require careful planning when it comes to making the ladder. Double check to ensure nothing has been left out.
- Make the book reader friendly. Find ways to help the readers navigate the book, like a comprehensive table of contents or a topical index in addition to the main alphabetical listing. This is called reader service.



SALEM HIGH SCHOOL SALEM, VA

- Using scholastic teams and groups as the umbrella topic, this academic spread features layers of coverage. The main part of the spread, a picture package of band, choir and the academic team, centers the page and gives the reader direction. Coverage also includes jump coverage from the previous spread on a single student, a mod on set building in drama and yearbook staff coverage.



FLORIDA CHRISTIAN SCHOOL MIAMI, FL

- In the academics section, umbrella coverage allowed the staff to combine quiz bowl, the National Honor Society, weightlifting and a Q&A on the media club. A combination of copy lengths and forms helps the staff include more than a dozen students without clutter.



COVERING WITH CHRONO

Next level ▶ Understand the process of time-driven coverage.

Chronological organization means the story of the year is told in the order it occurs. Staffs need to keep in mind this form of organization works best when it makes sense with the theme or concept of the book. Chronological should never be the default as readers will sense the pattern. Overhaul your approach to organizing the book every year as your concept dictates.

Themes referencing time lend themselves to chronological coverage. As with umbrella coverage, make it easy for readers to locate coverage in the book. A complete table of contents and a comprehensive index is needed.

PRO TIP
There are several ways to use a chronological approach to covering the year. Consider a supplement to cover the last month of school.

Seasonal

▶ For a more general way of dividing the book, seasonal coverage has four sections: Summer, fall, winter and spring. Content is divided by when the event occurs. Give more space to the seasons when students are on campus and active.

Monthly

▶ With a spring-delivery book, coverage typically runs from March to February of the next year. With a summer/fall book, the year could run from June to May. Times can vary due to deadlines.

Weekly

▶ Each spread, sometimes multiple spreads, covers one week of events, activities and other topics. As with monthly coverage, include as much of the year as possible.

Partial chronological

▶ Chronological coverage can be blended with more traditional coverage. For example, weekly or monthly coverage could be used for only sports and student life, while academics, clubs and people are covered in traditional sections.

TIPS FOR CHRONOLOGICAL COVERAGE

Next-level ▶ Divide the staff into four coverage teams. Make a master calendar showing where each team is in rotation for the process of covering the events of a month.

Week one: Preparation

▶ Using the school calendar, gather information about which activities need to be covered the next week. Assign photographers, list contacts for interviews, brainstorm questions and conduct pre-interviews, brainstorm a coverage plan for each event, story, dominant package or mod. Design a preliminary layout to determine photo and copy needs. Ensure coverage is balanced with other weeks.

Week two: Performance

▶ This is your “on” week. Shoot photos, conduct interviews, and make sure every event is covered.

Week three: Production

▶ Taking all materials from the previous weeks, sit down at the computer and put together the spread.

Week four: Polish

▶ Editor(s) and adviser check the spreads for accuracy and quality. Make revisions, check quotes and get spreads ready for submission.



SMOKY HILL HIGH SCHOOL AURORA, CO

▶ With coverage divided into weeks, the staff mixed sports and student life coverage on this spread. With the dominant picture package on a cross country meet, coverage also includes a rundown on a boys' soccer game and the launch of the iPhone 7.



LEWIS-PALMER HIGH SCHOOL MONUMENT, CO

▶ Also divided into weekly spreads, this book includes academics, student life and sports on one spread. With a main package on welding and the class sparking student interest, coverage also includes Snapchat filters and wrestling.

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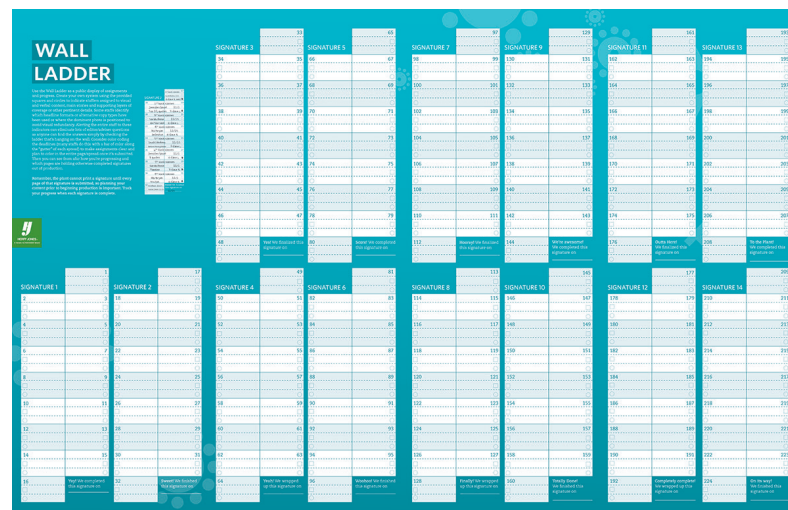
STUDENTS DEMAND
NEW PLOT LINES,
APART FROM WHAT
USED TO BE TOLD.



DR. THOMAS KINDER • HAYFIELD SECONDARY SCHOOL • ALEXANDRIA, VA

PLAN YOUR LADDER

Essentials ▶ Learn how organization drives book production.



One of the first things a staff should do is fill out a ladder to map the content for specific pages. Create a system using the provided squares and circles to indicate staffers assigned to content, main stories and supporting layers of coverage.

MAKE IT VISIBLE

Hanging the poster-sized ladder on the wall allows for quick reference to where things are in the book.

- ▶ Yearbook ladders show 16-page units called signatures, or sigs. We can't print a signature until all 16 pages are submitted as the pages are printed on one large sheet of paper, then folded, trimmed and bound.
- ▶ Consider color coding by designating a different color index card to every traditional section. By color-coding your ladder, you can quickly see if you have balanced coverage in your book.
- ▶ Write the spread topic on each card, based on how you choose to divide the coverage in the book, such as traditional, umbrella or chronological.
- ▶ Make a spreadsheet based off your ladder with extended information on every sport and club so they don't fall through the cracks during the year. Each group deserves at least a mod.

Skill-builder

MAKE A SPREAD PLANNER

Use a spreadsheet to chart out coverage and fill in the blank sections with possible additional coverage.

Traditional sections:

- ▶ Student life
- ▶ Sports
- ▶ Clubs
- ▶ Academics
- ▶ People

TYPES OF LADDER SPREADSHEETS

Spread	Dominant	Secondary	Tertiary	Supplementary
4-5 shoes	cross country runner and good running shoes	dance team member whose feet are trashed by pointe shoes	fashion item	student's collection of flip flops
6-7 home	how students make school their second home	doing homework	making cookies for Key Club bake sale	baseball/softball and homeplate
8-9 communication	learning to write well in yearbook	football signals from coach to QB	daily announcements	
10-11 waste	how much paper is used during a yearbook deadline	how much trash piles up after lunch	student who advocates for recycling	
12-13 power of one	how the volleyball team captain motivates	a teacher inspires a struggling student		
14-15 breaking the rules	detention	students not listening to their parents	student's first ticket	
16-17 expenses	how much it costs to go to prom	cheerleading uniforms	a student's weekly budget	
18-19 technology	teacher using technology in the classroom	students and their phones	posting sports scores and photos online	top social media sites
20-21 taste	what is your taste in literature	cultural clubs sponsor food fair	students' favorite coffee drink	student who has a cupcake business
22-23 friendship	people going to the same school K-12	best friends and how they show it	friends being in fall musical	

Pages	Football	Volleyball	Tennis (G)	Water polo (B)
16-17	Varsity-dom			JV-mod
18-19				
20-21				
22-23	JV-mod		Varsity-dom	
24-25			JV-mod	
26-27				Varsity-dom
28-29		Varsity-dom		
30-31	Frosh/soph-mod	JV-mod		

STEP-BY-STEP LADDER PLANNING

The ladder diagram

Just as you would never build a house without a blueprint, avoid starting your yearbook without a ladder. This is the page-by-page listing of the book's contents. The number of pages to include is based on financial considerations and the number of students at the school. When you determine the number of pages in the book, you must choose the content for each page. See the Selling Your Book section for more details.

Coverage should be

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

Balance the book

Assign number of pages by priority established with suggested percentages on the following page. Organize pages 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. Consider varying 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 students. Move the color from year to year.

PLANNING YOUR LADDER

Total pages in the yearbook	
Theme pages	
Title page/closing page	
Opening	
Dividers (if used)	
Closing	
Advertising (optional)	
Index	
Magazine/supplement (optional)	

(Subtract the totals above from the total book pages to figure sectional percentages.)

Pages available for content	
------------------------------------	--

Student life 25 percent

Pages available x .25

New coverage ideas for this section:

Academics 15–20 percent

Pages available x .15

New coverage ideas for this section:

Organizations 10–15 percent

Pages available x .15

New coverage ideas for this section

Sports 15–20 percent

Pages available x .20

Pages per varsity sport

Pages per junior varsity sport

Pages per freshman/sophomore sport

New coverage ideas for this section:

Portraits 25–30 percent

Pages available x .25

Seniors

Juniors

Sophomores

Freshmen

Faculty/administration/staff

New coverage ideas for this section:

Total content pages	
----------------------------	--

BRAINSTORMING COVERAGE

Choose one section of last year's book. Carefully go through the section, taking note of what events, topics or groups were covered. Complete the activity below. Share your ideas with the class. See the Design and Layout section for brainstorming content with a web.

Section: _____

List the spread topics covered in this section last year.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

List the spread topics which need to be repeated in the current yearbook. Explain why the repetition is necessary. Note: Research shows us buyers resist purchasing books when they perceive it follows the same formula every year and/or coverage is of the same clique of people. Consider varying the weight you give a topic from one year to the next.

Topic to be repeated	Why must the topic be repeated?
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Begin brainstorming new topics for the section.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____



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SURVEY SAYS

Create a student survey to generate infographics for your book and data for coverage.

- ▶ Consider an all-school survey to find people with interesting hobbies, achievements and experiences.
- ▶ Ask students about preferences for food, bands, radio stations, movies, colors, etc. Or, collect quotes to use throughout the book for a whole-book theme module.
- ▶ Incorporate the whole staff in the design of the survey. Set aside time to brainstorm as many questions as possible. Have a scribe or two record all questions for the final product.

PRO TIP

When conducting a survey, use an online form, like Google Forms, to collect data. Ask for 10 minutes of class time for students to complete the survey. Do not send multiple surveys. Send all possible questions at once. Colleagues will thank you for respecting their time.

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COVERAGE MODULES

- ▶ Work in groups of three or four with one yearbook per group.
- ▶ Study the theme development.
- ▶ Pick out the coverage modules. How are they used? How do you think the staff created that device? Is it theme specific?
- ▶ Brainstorm a list of alternative coverage mods to promote your book's theme throughout. Think of theme spin-offs.



ALTERNATIVE COVERAGE

Expert ▶ Identify the possibilities of alternative coverage.

Traditional coverage includes candid photos, longform narrative copy and captions. It tells different stories in the same way. Alternative coverage provides an array of ways to tell stories, creating layers of coverage.

Put in the effort

▶ Allow the topic to dictate the coverage. Using layers of coverage and an array of story formats one staffer can cover one topic, such as P.E., in photos and cover another topic, such as creative writing, in longform copy.

LEARN MORE

See the *Reporting and Writing section* for further explanation of these types of coverage, and the *Layout and Design section* for mod examples.

Include more students in the book

▶ Expanding coverage makes it possible to include every student in the book. Quote boxes, picture packages and personal profiles all incorporate more students.

Cover more topics

▶ Not every topic deserves its own spread. It might be difficult to devote an entire spread to homework. With alternative coverage packages, the staff can include Q&A about homework, or conduct a survey about finishing homework at lunch.

Ex.

- ▶ He said/she said
- ▶ Map
- ▶ Timeline
- ▶ Top 10
- ▶ Personal profile
- ▶ Quiz
- ▶ Chart/graph
- ▶ Checklist
- ▶ First-person narrative
- ▶ Step-by-step guide
- ▶ Survey/poll



▶ Corning-Painted Post's staffers used layers of coverage to carry their theme through the book.

▶ Creating layers of coverage allows the staff to tell more stories, and provides smaller, digestible content for the readers.

▶ While many schools use other kinds of stories in combination with longform narrative, some staffs only use short copy in varying formats. This increases the need for page editors to consider the book's role as the only permanent record of the year. It also makes captions packed with specific reporting details even more important.

▶ The staff covered multiple topics on one spread in this chronological book. The dominant packages tend to have untraditional body copy. The first example uses a step-by-step about a science class project. The next uses a Q&A to discuss patriotism from the students' perspective. The final example again uses a step-by-step of gymnast competition preparation.

▶ The staff included personal quotes at the top of spreads as a theme-related mod. Since the book is chronological, the questions asked are related to the specific events that occurred that week.

▶ Additional coverage includes photos with captions and traditional narrative copy.

ZERO ZEROS

ZERO ZEROS

Next level ▶ 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.

SEEK OUT THE STORY

Coverage will

not create

itself. Take

time to seek

out every

student's story.

- ▶ 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.
- ▶ Keep track of editorial coverage vs. reference coverage. So, a student who is featured in a story and a talking head mod is also pictured in the portrait section and in two sports team photos would be considered a 2/3. This student was chosen by the staff to be featured in the editorial pages twice, and was in a required photo three times. This process may seem tedious and time-consuming, but it's worth it when you have a list of 0/0 students and set out to cover them at all costs.
- ▶ Post the names of all students on a wall or bulletin board and highlight them in yellow the first time they are included and blue a second time. When they turn green, you'll know you are on the right track, and can continue focusing on those who are not yet green.
- ▶ As you run the index, pay attention to students in your student list who don't have any entries and add them to your 0/0 list.
- ▶ Make a list of over-covered students and check if there are substitutions that can be made. This is especially easy with sports photos, where there should be several choices for action photos. The best photo doesn't have to be of the popular team captain who is probably covered more often.
- ▶ Print the list of students you left out of your coverage big enough to cut the names into slips. Put the name slips into jars or buckets by grade. When a staffer needs something to do or someone to interview on a general topic for coverage, have them draw a name from the bucket. Remove the name from the bucket once the person has been interviewed. This method will force students to talk to others who they might not know, and get them out of their friend bubble, providing variety to the book.

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.

TIPS FOR GETTING TO ZERO ZEROS

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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.

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GROUP INTERVIEWS

- ▶ Have students conduct group interviews. One staffer sits with three or four students to make them more comfortable in the interview process. This is a more casual conversation than a one-on-one interview, as students could be more comfortable with the banter of others. If the interviewer is taking good notes, there is potential to find many new coverage ideas.