



ALTERNATIVE COVERAGE

Side Bars Create Reader Appeal and Are Easy and Fun to Read

- Top ten lists, popular movies, songs, television
- Shows, hangouts, etc.
- Pull the reader's attention to special stories, bios, important info
- Interviews and photos with students not pictured elsewhere
- Stories contributed by students who are not on yearbook staff
- A graphical presentation of information; polls and results
- Interviews, mini-features, stories that are self-contained
- Historical record of events and people during a given time
- A series of quotes on a given topic make your own yearbook more interactive for the entire student body
- Charts, graphics; an artistic presentation of information
- A poll or survey of students with results
- Captions on a given spread tell the story of that spread
- An excellent way for students to customize their yearbook
- Lists
- Side Bars
- Q & A
- First-person Narratives
- Info-graphics
- Bio Boxes
- Timelines
- Quote Collections
- Quizzes
- Tables
- Public Opinion Polls
- Story Captions
- Fill-in-the-Blank ●

THE TOP 10 WAYS TO GIVE YOUR YEARBOOK IMMEDIATE IMPACT!

10. More Quotes

Students love to see their names and the names of their friends. This is also an excellent way to include more students in the book.

9. Packaging

Link related ideas about the spread for multi-spread and better coverage.

8. Good Writing? W.E.D.

A marriage of great writing, thoughtful editing, and contemporary design always attracts attention.

7. Info-Graphics

Use contemporary graphics that include surveys, graphics, and other elements for quick reader communication.

6. Echoing Color

Use a spot color to echo a headline or type style in your alternative copy.

5. Hot Topics

Get a reader's attention with topics that say wow!

4. Well-Designed Typography

Type font is the key to visual success.

3. An Innovative Way of Doing Things

Move away from the big story and approach coverage as a way to get more people and information about your student body into the book.

2. Great Photography

Complement the quotes, bios, and Q & As with lots of good photos.

1. Coverage

This is YOUR yearbook! Loosen things up and make it appealing with a new twist on a routine story.