

COVERAGE

THE HEART OF YEARBOOK QUIZZES

LESSON 1

WHAT IS COVERAGE?

TRUE OR FALSE

- T F The format of yearbooks has not changed significantly over the years.
- T F Yearbooks still retain their senior focus.
- T F A yearbook should emphasize the positive and ignore the negative.
- T F Coverage methods include stories, photos, captions, sidebars and infographics.
- T F Students want a yearbook to capture only memories of time spent in school.
- T F Balanced coverage – coverage that is representative of all students – is important in a yearbook.
- T F Yearbooks should reflect the students' point of view, not the faculty or administration viewpoint.
- T F Yearbooks should include more posed photos than candid or action photos.
- T F Interesting academics coverage is important because students are in school to learn.
- T F Personality profiles should be of people that most students can relate to, not just the popular kids or student leaders.

LESSON 2

APPROACHES TO COVERAGE

TRUE OR FALSE

- T F The student life section should cover only school topics.
- T F The academics section should concentrate on students and their opinions rather than on teachers and courses.

T F Sports sections should cover interscholastic sports and not individual or recreational sports.

T F Team photos should not dominate a spread.

T F Club coverage should appeal to non-members as well as to those actively involved.

T F The people section should contain only student portraits.

T F Senior portraits must always be much larger than underclassmen portraits.

T F The best place for faculty and staff portraits is in the people section, not academics.

SHORT ANSWER

1. Explain what should be covered in the student life section. What approach should be taken?

2. How can a staff make coverage fresh and interesting?

3. Explain how an advertising section can add to the coverage of the year.

LESSON 3 THE LADDER

TRUE OR FALSE

T F The ladder is used to identify which and how many pages are assigned to each section.

T F The ladder provides the overall plan for a yearbook's coverage.

T F While it is best to finalize the ladder before the first deadline, staffs must be willing to change it to accommodate significant unplanned events.

SHORT ANSWER

1. Explain the function of the ladder.

2. Explain the ways in which the ladder serves as an organizational tool.

LESSON 4

DEVELOPING A BEAT SYSTEM

TRUE OR FALSE

- T F When covering beats, staff members establish relationships with people and then wait for the contacts to get back to them with news.
- T F When covering a beat, the reporter should make contact with sources at least once a week.
- T F If beats are well-defined, and the staff is diligent in gathering information, little of what is happening at your school should slip by unnoticed.
- T F It's good to have a diverse staff that is taking a lot of different classes so the staff knows of good lessons to cover.
- T F You need to know what's happening on your beat, but your editors don't need to know.

SHORT ANSWER

1. Explain the concept of a beat system, including why it can help develop coverage.
2. Name at least three possible areas in a school that should be on a beat.
3. What should you do when you are covering your beat and you hear information about another beat?

LESSON 5

EXPANDING YOUR COVERAGE

SHORT ANSWER

1. Name the five basic coverage methods found in a yearbook.
2. What is an infographic?
3. Explain the difference between a sidebar and secondary coverage.
4. Explain why secondary coverage packages should be used.
5. Why would it be useful to have one or two consistent secondary coverage graphics throughout the yearbook?