

# 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.

ANSWER  
KEY

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?

Yearly events, lives of students as individuals, not as members of clubs, teams or classes. The "average" student needs to be covered, not just leaders or favorites. The big and the small topics, the routine and the non-routine, the daily lives of students. Strive for new angles to yearly events.

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

Look for new angles to yearly events. Use feature rather than topical approaches. Stress human interest or people elements; include quotes. Cover all types of students and topics. Cover everyday life as well as school topics.

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

Cover community topics. Include photos and feature stories on student involvement in the local community and on current events elsewhere. Include group photos, perhaps. Incorporate photos of students in ads.

## 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.

The ladder serves as a spread-by-spread outline of the primary and secondary coverage in the book.

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

The ladder will indicate the sections of the book, what order will they appear and how many pages each will contain. It will help to keep track which deadline a spread has been assigned. Color usage is indicated.

## 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.  
Each staff member covers a beat (a department, office, area, activity) by regularly contacting someone there. Regular contact is important, as is the careful reporting of results. Beat reports can be used by editors when making story assignments and by writers when searching for sources, angles and facts. Beats help to provide coverage of topics that yearbook staff members may not know about on their own.
2. Name at least three possible areas in a school that should be on a beat.  
Registrar, principal's secretary, cafeteria cooks/workers, custodians, athletic director, coaches, department heads, counselors, librarians, club sponsors
3. What should you do when you are covering your beat and you hear information about another beat?  
Report that information to the staff member who is covering that beat or to the editor.

ANSWER

KEY

## LESSON 5

# EXPANDING YOUR COVERAGE

## SHORT ANSWER

1. Name the five basic coverage methods found in a yearbook.

Storytelling copy, great photography, captions, quotes, and headlines and subheads

2. What is an infographic?

An infographic is a visual presentation of facts in a graph or chart, usually resulting from research or information or data obtained in a survey.

3. Explain the difference between a sidebar and secondary coverage.

A sidebar is short, secondary copy that supplements the main story on a spread. Secondary coverage can be a sidebar, graphic, Q&A or other type of coverage that more fully develops or focuses on a limited aspect of the primary story.

4. Explain why secondary coverage packages should be used.

Secondary coverage provides another aspect or point of view of the story, and can add additional information, and add it in a way that a reader can quickly grasp it instead of reading a long story.

5. Why would it be useful to have one or two consistent secondary coverage graphics throughout the yearbook?

If you know you have graphics you need to fill for the event or topic being covered, you will continue to look for information to fill it, and may even ask your sources more questions to get more information.

ANSWER  
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