

Words and Writing

Mod 7, Part 15

Alternative Copy Writing

Student's Name: _____

Alternative Copy is a way to present your story in more interesting ways than your standard lead-quote-transition copy and will enhance your readers with attention grabbing mini stories. Stories can be one of the more difficult parts of completing a yearbook. It often feels like you are just trying to fill space. Sorry, but to be honest, stories are the least read element of a yearbook spread. Thus, I encourage you to change the format. Replace the story with a different option in the copy block – what we call alternative copy. It could be a Question & Answer, checklist, mini-stories, or a series of quotes. The alternative fits where the story would have been but provides a different way of covering the topic. You will enjoy writing these copies as well.

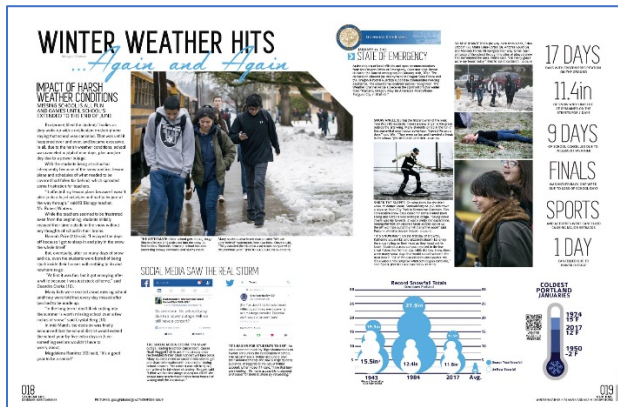
Reasons for considering alternative copy

1. Provide quick facts and deep context. It is easier to scan alternative story forms than it is to read long blocks of text.
2. Cuts information into bite-size chunks that makes it easier to digest.
3. Provides surprises for the reader by offering a variety of forms and content.
4. Brings visual pizzaz to the spread.

Some examples of alternative copy

- **BIO BOX**
Brief profiles of people, places or organizations that give the reader key information
- **CHECKLIST**
A list of items that highlights key points
- **GLOSSARY**
A list of words with definitions to help clarify topics and add to coverage
- **LIST/NUMBERS/STATS**
A series of names, events, or tips to add to the story
- **NARRATIVE**
A short story written in first person by someone involved in the topic being covered on the spread
- **POLL**
A survey of opinions on a current or a related topic to the spread coverage
- **QUESTION & ANSWER**
Questions and answers between the reporter and the subject(s) of an interview
- **QUIZ**
Questions that lets readers interact with the topic by testing their knowledge and understanding of the subject material
- **QUOTES**
Comments on a topic from students, teachers, coaches, etc.
- **TIMELINE**
A chronological list of events

Lists (17 Days)



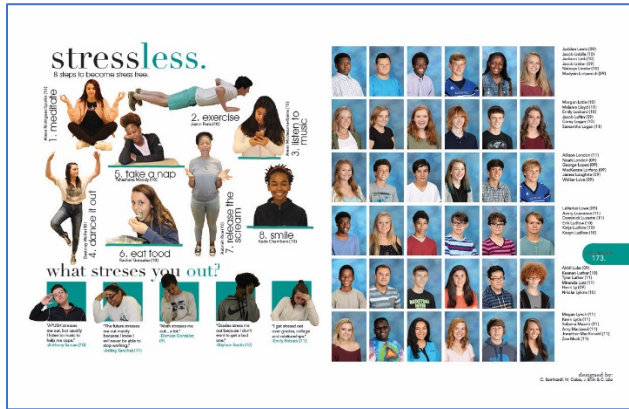
Narrative (Maine Difference)



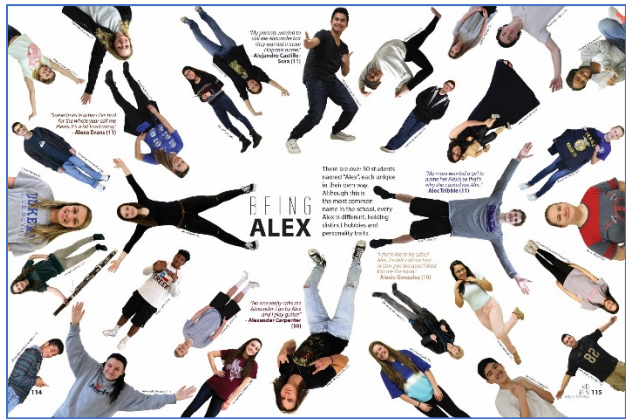
Numbers (Entire page)



Polls (What stress you out?)



Quotes (Entire page)



Timelines (Entire page)



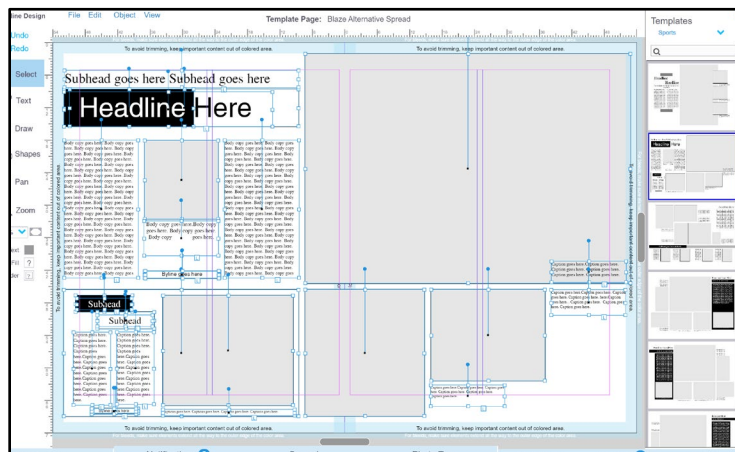
Assignment: The purpose of this activity is to find new ways to tell the story. It used to be that a long-form narrative was the only accepted way to write yearbook copy. Yearbooks today are filled with many kinds of stories and lots of specific details.

To make your book different

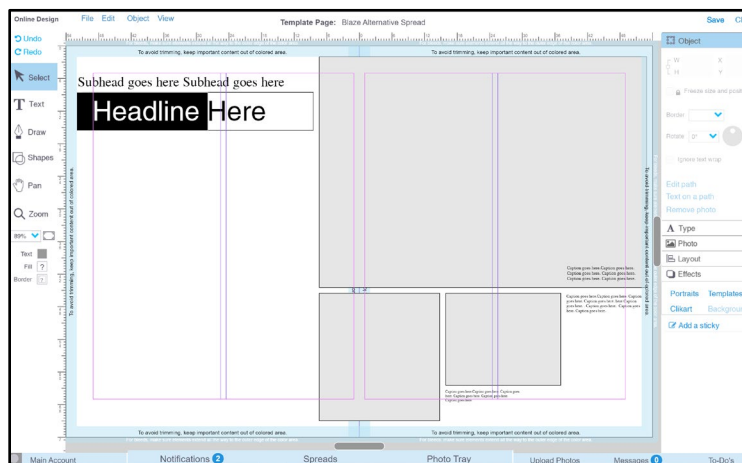
- Study well-designed and well-written alternative copy from magazines, brochures, and webpages.
- Brainstorm ways to change the angle of your traditional coverage before you begin reporting for that spread.
- Work in teams to increase creativity and effectiveness.

For this exercise, use a spread in your yearbook or use the directions below.

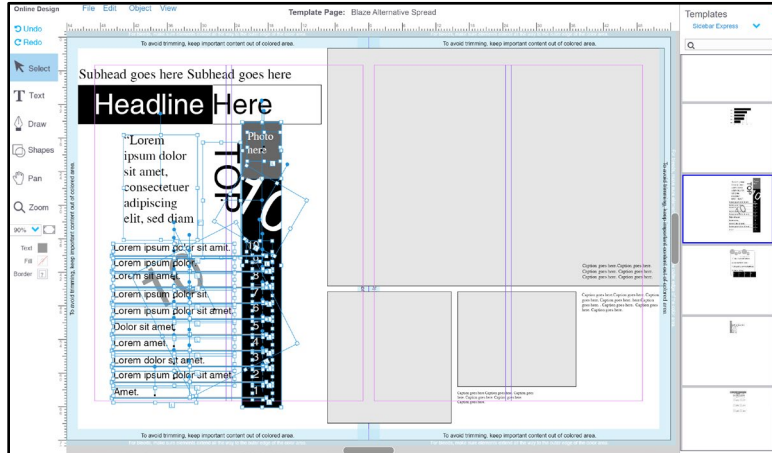
Place a template on your spread. The example below is SPORT002



Delete everything on left side of spread except for the headline. Delete the traditional copy block so you can add an example of alternative copy. We will add a list example.



Add Sidebar006 from the custom template section of OD.



Finish the spread. Place four photos on the spread, three on the right side of the spread and one at the top on the left side where you added the Sidebar006.

Create Top Ten list of one of the following: popular music, videos, TV shows, accessories, cars or jobs.

Create a headline for your spread.