

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)

WINTER WEATHER HITS ...Again and Again

IMPACT OF HARSH WEATHER CONDITIONS

STATE OF EMERGENCY

17 DAYS

11.4in

9 DAYS

FINALS

SPORTS

1 DAY

Recent Snowfall Totals

Year	Total Snowfall
2016	15.5in
2017	11.4in
2018	9.9in

TEMPERATURES

18°F
22°F
39°F

Narrative (Maine Difference)

BABY it's cold OUTSIDE

MAINE difference

UNSEEN

Numbers (Entire page)

No. 1 POPSOCKETS

No. 2 SCOURING PADS

No. 3 HIGHLIGHTER

No. 4 HOUSEBURY

No. 5 ART STREET

No. 6 EYELASH EXTENSIONS

No. 7 MEMES

No. 8 M GOS

No. 9 HYDROFLASK

No. 10 POLARBOIDS

No. 11 FOUNDRY

No. 12 YOGA MATS

No. 13 FOODS

No. 14 FLUFFY KEYCHAINS

No. 15 HYDROFLASK

No. 16 BOTTLE

No. 17 HOT

Polls (What stress you out?)

stressless.
8 steps to become stress-free.

1. meditate
2. exercise
3. think
4. dance it out
5. take a nap
6. eat food
7. scream the stress away
8. smile

what stresses you out?

173

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Quotes (Entire page)

BEING ALEX

These are over 50 students around Alex's school who are like you may address this is the most common name in the school, every Alex is different, having their own hobbies and personality traits.

114

115

Timelines (Entire page)

How much is this worth?

1:03 PM
A student working on a project.

1:15 PM
As the day winds down, AP European History students took the time to reflect on key events of the past.

1:27 PM
By modeling up in front of the class, students demonstrated various ways to help their peers gain better knowledge.

1:47 PM
Hands down

82

83

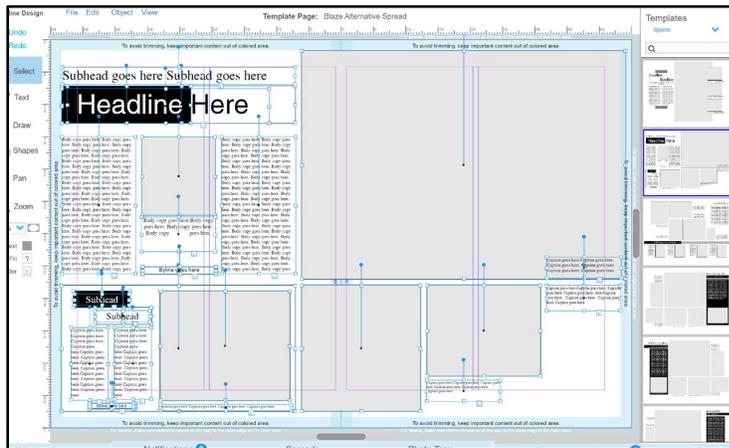
Assignment: The purpose of this activity is to find new ways to tell the story. It used to be that a long-form narrative was the only accepted way to write yearbook copy. Yearbooks today are filled with many kinds of stories and lots of specific details.

To make your book different

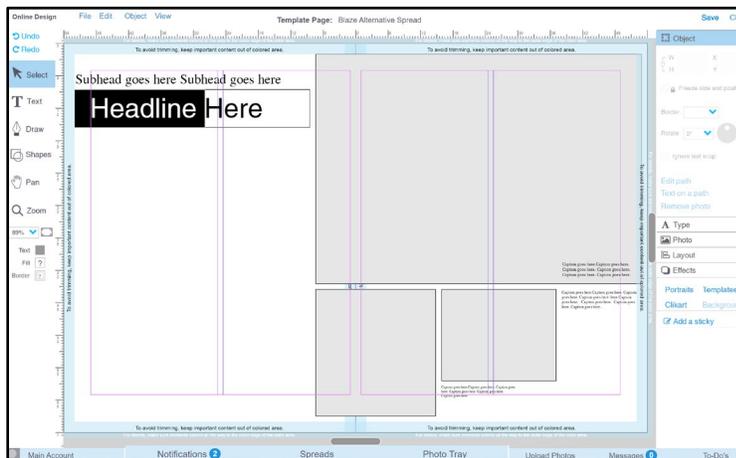
- Study well-designed and well-written alternative copy from magazines, brochures, and webpages.
- Brainstorm ways to change the angle of your traditional coverage before you begin reporting for that spread.
- Work in teams to increase creativity and effectiveness.

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

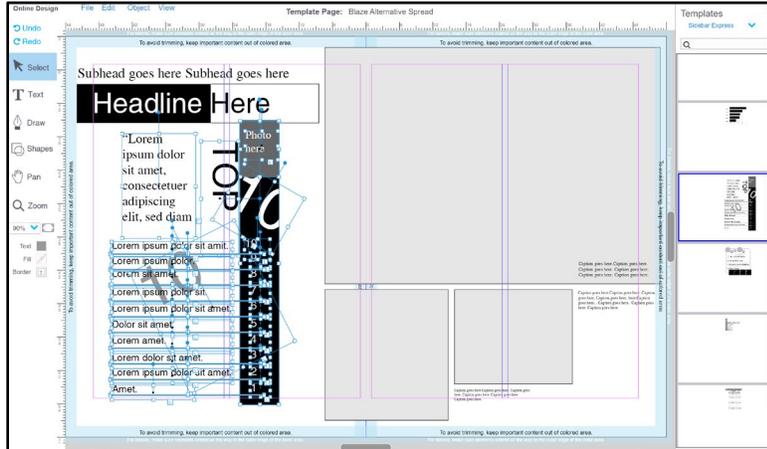
Place a template on your spread. The example below is SPORT002



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.