
the heart
Of the
WRITING
Facts, Figures & Feelings

The Compelling Story

- Every story starts with inspiration
- Allow yourself uncensored access to your thoughts, feelings & inclinations
- Create an environment of possibilities

GET STARTED
Personal

GET PERSONAL GRAPHIC ORGANIZER

Get It? Got It. Great!

Yearbook Adviser's Resource Guide
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BRAINSTORM

**Establish
the direction &
tone of the story**

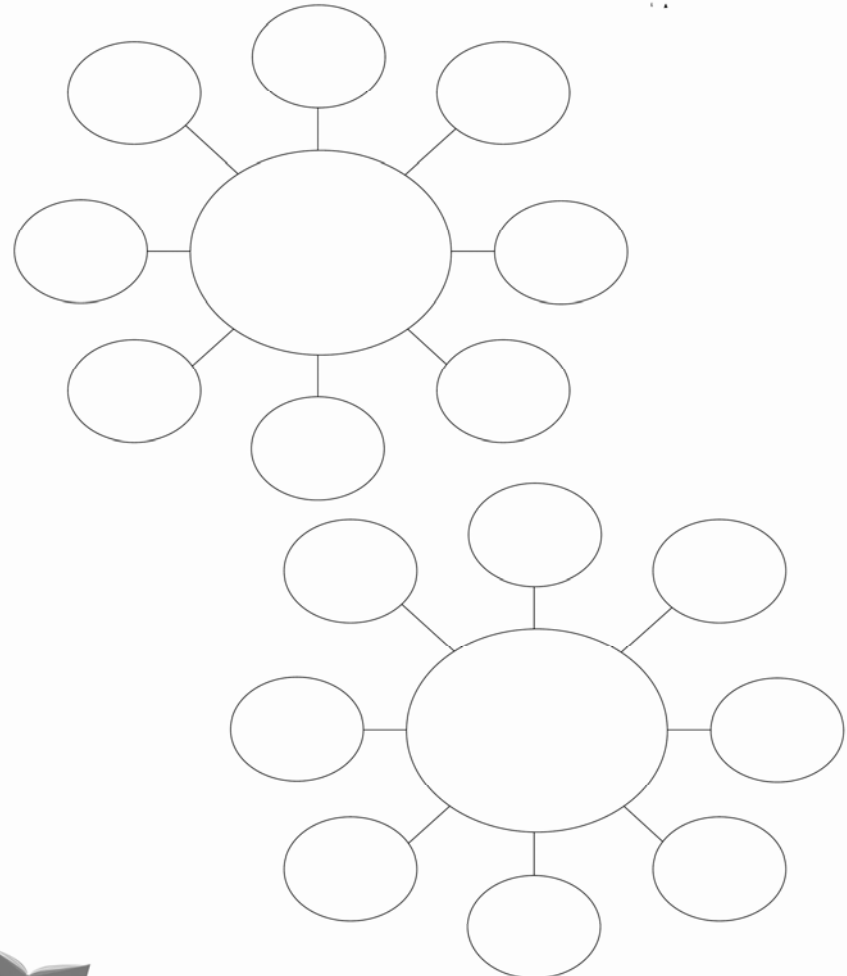
**Brainstorm list of
resources**

**Analyze coverage
possibilities**

**Explore range of
content options**

GET STARTED
Smart

GRAPHIC ORGANIZER



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Background Research

Preliminary information helps you develop the questions & understand the answers

GET STARTED
Organized

ORGANIZATION DATA SHEET



Organization Data Sheet

- Formal name of organization _____
- Abbreviation of organization's name _____
- Sponsor _____

The yearbook staff is collecting information for the yearbook about your organization. We would appreciate it if you would help us by completing this form and returning it to the yearbook mailbox by the end of the week. Specific information including places, dates and times will enable us to cover your events. Unless you have an objection, we also hope to send a delegate to a few of your meetings. Thank you very much.

- Affiliation with larger organization _____
- Total number of members _____
- Names of assistant sponsors (if applicable) _____
- Officers' Names & Classifications
 - President _____
 - Vice-President _____
 - Secretary _____
 - Treasurer _____
 - Others (please be specific) _____
 - _____
 - _____
 - _____

- Time & place of meetings _____
- Time & place of initiation (if applicable) _____
- Do you attend district or state conventions? _____
 - If so, when & where? _____
- Source of funds (fundraising projects, membership dues, etc.) _____
- _____
- Use of money (donations, etc.) _____
- _____



The Right Attitude

- **Review mentally what you already know about the subject**
- **Organize relevant material in order to develop it further (previous lectures, TV programs, newspaper articles, websites, prior real-life experience, etc.)**

The Right Attitude

- **Have a positive, engaged attitude**
- **Focus attention on the subject**
- **Stop all non-relevant activities beforehand (no cell phones, iPods, young siblings, etc.)**

The Right Questions

- **Phrase questions to elicit specific, descriptive answers**
- **Start with non-threatening questions to build rapport**
- **Avoid questions that can be answered with “yes” or “no”**
- **Help the subject recreate the scene visually**

5-4-3-2-1

- Interview **FIVE** sources, listening for quotable quotes and facts
- If your source cannot be specific, get the details from someone else

GET STARTED
Smart

5-4-3-2-1 WORKSHEET



5

Contact 5 people who are affected by the event, season or activity.

Name	Date	Location	Phone Number/E-mail

4

Listen for 4 quotable quotes and 4 facts in your interviews.

Facts	Quotes



The Great Quote

Take down word-for-word if the subject:

- **Says something more descriptive than you could write**
- **Says something unique**
- **Says something usual, but in a unique manner**
- **Says something that the reader needs to hear verbatim from the source**

- 5-4-3-2-1
- Recreate the scene with **THREE** visual images
 - Find other descriptions that bring to mind sounds, smells, temperature, etc.

GET STARTED
Smart

3 Get three visual images that will help capture the memory.

2 Find two other images (sound, smell, taste, thermal) that will help capture the memory.

1 Discover one angle from which to tell your story.

Secondary Copy Coverage

In addition to your main coverage, consider two additional secondary coverage options.

- | | |
|------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Top 10 List | <input type="checkbox"/> Timeline |
| <input type="checkbox"/> Q & A | <input type="checkbox"/> Summary List |
| <input type="checkbox"/> Quote Box | <input type="checkbox"/> Calendar |
| <input type="checkbox"/> Personality Profile | <input type="checkbox"/> Checklist |
| <input type="checkbox"/> Fun Facts | <input type="checkbox"/> How-to Guide |
| <input type="checkbox"/> Conversation/Dialogue | <input type="checkbox"/> Diagrams/Illustrations |
| <input type="checkbox"/> Infographs | <input type="checkbox"/> First-person Narrative |
| <input type="checkbox"/> Pro/Con | <input type="checkbox"/> Locator Maps |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Other _____ |

- 5-4-3-2-1
- Decide on **ONE** angle from which to tell the story
 - Make sure to focus on the unique aspects of the season, the class, or the event

GET STARTED
Smart

3

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2

Find two other images (sound, smell, taste, thermal) that will help capture the memory.

1

Discover one angle from which to tell your story.

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In addition to your main coverage, consider two additional secondary coverage options.

- | | |
|------------------------------------------------|-------------------------------------------------|
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| <input type="checkbox"/> Pro/Con | <input type="checkbox"/> Locator Maps |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Other _____ |

Think about it
 Before you write,
 consider the
 following:

- What is the focus of the spread?
- Why should the reader care?

GET GOING
 Smart

INFORMATION LAYERING STRATEGY



Name _____ Page numbers _____

• Focus of spread (25 words or less) _____

Questions that immediately come to mind about this spread

- Why should the reader care? _____
- _____ ?
- _____ ?
- _____ ?

Primary story focus

Potential sources

Main headline ideas

(make the verbal-visual connection)

Maestro:	_____
Reporter:	_____
Designer:	_____
I.D. Staff:	_____
Photographer:	_____
Deadlines	_____



Writing the LEAD

Consider these angles:

Action:

before,
during & after

Reaction:

people
perspective

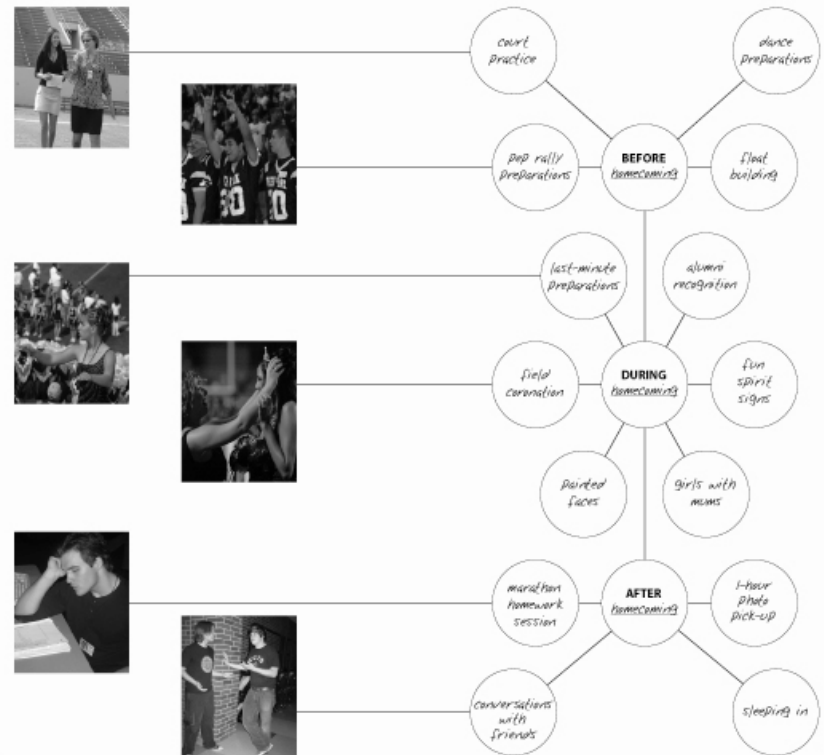
GET STARTED
Smart

GET COVERAGE GRAPHICS ORGANIZER



before/during/after

To expand yearbook coverage, have students step back and look at the big picture. A game doesn't begin with the opening kick-off. It begins months before with conditioning, try-outs and practices. It also involves adjusting home, school and work schedules. The dance didn't end when the final notes of a favorite song faded to silence. The weekend continued with the sponsoring organization cleaning up, counting receipts, paying bills, and the students catching up on sleep and homework. Don't limit your coverage. Have three to four students brainstorm for coverage ideas about a particular sport, club event, or class using the before/during/after graphic organizer.



Get It? Got It. Great!

5-4-3-2-1 & Beyond

- **Expand the story by including secondary coverage in alternative copy formats**

GET STARTED
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3

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Find two other images (sound, smell, taste, thermal) that will help capture the memory.

1

Discover one angle from which to tell your story.

Secondary Copy Coverage

In addition to your main coverage, consider two additional secondary coverage options.

- | | |
|------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Top 10 List | <input type="checkbox"/> Timeline |
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| <input type="checkbox"/> Infographs | <input type="checkbox"/> First-person Narrative |
| <input type="checkbox"/> Pro/Con | <input type="checkbox"/> Locator Maps |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Other _____ |

The Whole Story

- Most stories have many layers & multiple perspectives
- Offer the reader 5-7 reasons to revisit a spread

GET GOING
Smart

Alternative story structures

- | | |
|----------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Sidebar | <input type="checkbox"/> Step-by-step guide |
| <input type="checkbox"/> Timeline/chronology | <input type="checkbox"/> Quiz |
| <input type="checkbox"/> Profile box | <input type="checkbox"/> Harper's index |
| <input type="checkbox"/> Fact box/factoid | <input type="checkbox"/> Glossary |
| <input type="checkbox"/> Chart | <input type="checkbox"/> Check list |
| <input type="checkbox"/> Map/diagram | <input type="checkbox"/> Quote collection |
| <input type="checkbox"/> List | |

• Focus of alternative copy choice: _____

Additional points of entry

- Mugshots: _____
- Kicker: _____
- Logo/icon: _____
- Pull quote: _____
- Other: _____
- Other: _____
- Other: _____

Layering Strategy

Don't think about design until you have something to say.

Design and layout ideas for the spread should be sketched out and attached to this form.

Deadlines: _____

Multiple levels of secondary coverage

- **will add to the coverage**
- **will create excitement for readers**
- **will tell more stories**
- **will allow for more entry points into the spread**
- **will satisfy the scan reader**

ALL WRITE

- **Write a traditional feature story, in past tense, using at least three quotes**
- **Include only quotes that express feelings and/or opinions**
- **Attribute and punctuate quotes correctly**
- **Include facts in transition paragraphs**
- **Write a lead that grabs the reader**

