

All in A Day's Work

DAILY REPORTING

Your yearbook will thrive with the coolest coverage when you make reporting an everyday activity

You never know until you ask... and asking the 5 Ws & H is the basis for good journalism and exciting yearbook coverage. Exhaustive reporting makes compiling and writing headlines, stories and captions easier for the writer and more interesting for readers. Carefully plan what your readers will want and need to know before you begin the information gathering process.

To get the right answers... you have to ask all the right people all the right questions in the right way. All right! Use all three information gathering techniques to get the most for your readers. Background research material, polls & surveys and one-on-one interviews serve as a way to capture the action, reaction and emotion in words.

BACKGROUND RESEARCH MATERIAL gives you inside knowledge and perspectives of your story for you to use during the interviewing process. Check out library resources, research past school yearbooks/newspapers for previous coverage and refer to local newspapers/television media to discover other insights. Conduct informal pre-interviews of subjects directly involved to get a feel for the content of the story. Use all of these information bytes and insights to shape your poll/survey and to create informed one-on-one interview questions.

POLL AND SURVEY RESULTS provide readers not only with important quantitative results, but also with an interactive opportunity to play a more intimate role in the yearbook. Carefully phrase short answer and multiple choice questions. Encourage signed surveys for potential follow-up interviews.

- **POLLS:** Provide substantial statistics with 10 percent audience feedback. Poll results are reported in percentages and often times become illustrated bar graphs, pie charts or other infographic presentations.

- **SURVEYS:** Yield insights (however, with less validity than a poll) with only a 10-person approach. Survey results are reported as “__ out of 10.” Can be used in quick-read fact boxes or as transitional material in traditionally written stories.

ONE-ON-ONE INTERVIEWS provide first-hand, one-of-a-kind information. Select the right sources with varied perspectives of the activity or event and prepare questions for each specific source to solicit their unique insights. Take complete and accurate notes. Consider conducting one-on-one interviews as a part of focus groups.

Before you ask the first question

- Plan reader-thoughtful objective questions to gain facts and figures information as well as subjective questions for storytelling, quotable material. Carefully word why and how questions to get more insightful stories
- Use background research material as a basis for formulated educated questions to get the responses your readers want

During your interviewing time

- Personalize questions to get a more intimate story from each contact
- Ask natural follow-up questions to get the answers you want and your readers need
- Start with the easier questions to put your source at ease and then move to the tougher questions
- Conduct the face-to-face interview at a convenient, unrushed time and a quiet place without distractions
- Listen carefully, take complete, accurate notes and be sure you understand the information and insights you are getting. Confirm information and name spelling

After all is said and almost done

- Express your appreciation and ask to interview a second time if the need arises
- Read your interview notes and highlight the most quotable responses for use at writing time

Story Starter

Content Formats:

Verbal...

- headlines
 - primary & secondary
 - sub-headlines & labels
- showcased lead
- news feature story
 - lead/conclusion & quotes/transitions
- captions
 - ident/summary/expanded/
 - collection/quote/group
- voice boxes/callouts
 - quote/summary quotes & anecdotes
- fastoids
- narratives
- advice/how-tos/calls to action
- summary list/checklist
- questions & answers
- quizzes/tests
- chart infographic
 - pie chart, bar or line graph, table & ratings
- art infographic
 - map & diagram
- schedule/timeline/calendar
- definitions/glossary
- "for more information" box
- scoreboard/stats box
- index
- Visual...**
- dominant photograph(s)
- secondary photographs
- types of photos
 - action/reaction photo-journalistic story
 - reference: group shots, portraits
 - illustration/icon: staged to show something specific
 - scrapbook: show people in a posed situation, looking at the camera
- photo treatments
 - subjects: single subject, small group, large group
 - shapes: vertical, horizontal, square, odd-shaped
 - special techniques: cut-out background, silhouette, mortise
 - single shot story
 - collections: montage/collage/series
- typographic/art logo
- art illustration

Module Topic

Spread

Interview Questions (2-3 focused on each of the 5Ws & H):

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Poll/Survey Question (multiple choice with probable answers provided for all respondents):

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Photo Possibilities (action/reaction/snapshot photos detailed with image-evoking specifics):

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Module Ideas (based on the verbal/visual content formats suggested):

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Start Your Stories!

Being well-prepared makes your time during an interview the most productive. Use the ready-to-go Story Starters in YearbookAvenue's Digital Classroom or one of the blank templates to make your own set of detailed plans. Remember that the better the plan, the better the coverage.



Keywords: All Seasons, Friends, Texting

Best Friends

Interview Questions:

- Who is your best friend? Who started the friendship?
- Tell me about the best time you have ever had with your best friend? What quality do you like most/least about your best friend? What is your nickname for your best friend? What brought you together as friends?
- When did you first realize that your best friend was your BFF?
- Where did you meet your best friend? Where do you spend the most time with your BFF?
- Why do you think the friendship has lasted?
- How long have you been best friends?

Poll/Survey Question:

- Can you have more than one BFF?
- Yes
- No
- Maybe
- Explain:

Photo Possibilities:

- Photo booth pictures
- Best friends in school hallway or class
- Best friends riding in car together
- Best friends activities
- Best friends on same athletic team
- Childhood pictures

Module Ideas:

- Comparison montage of now and then friendship photos
- Pictures of friends together with quotes from each about the other
- Infograph showing more than one BFF, with quotes
- Dialogue between best friends
- List of friends and nicknames

