# NOT YOUR PARENTS' YEARBOOK 

## Modern Coverage for Today's Student

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## Coverage

CATERING TO STUDENTS IN AN "ALL ABOUT ME" CULTURE
STUDENTS ARE USED TO DOCUMENTING EVERY ASPECT OF THEIR DAILY LIFE... WE HAVE TO CREATE A PRODUCT THAT THEY WANT!

## Personal Stories

1. COVER ALL TYPES OF PEOPLE
2. WE FOCUS ON ONE PERSONAL STORY PER SPREAD. THAT PERSON WILL BUY A BOOK.
3. COVER MORE PEOPLE BY REQUIRING THREE QUOTES PER COPY
4. PERSONAL QUOTES IN EVERY CAPTION
5. MODS AND LAYERED COVERAGE ADD EVEN MORE PEOPLE

No more generic stories! EX The softball team had a GREAT SEASON...

## STUDENT LIFE 2012

InJuries- Star Volleyball Player has cadayer reconstruction


## STUDENT LIFE 2012

FASHION- FASHION STAR SHARES WITH FRIENDS


## STUDENT LIFE 2012

CALENDAR GIRL- SEARCHING FOR THE PERFECT DRESS


## STUDENT LIFE 2012

Tattoos- Regretting a "Nike Check" tattoo


## STUDENT LIFE 2013

TATTOOS- GETTING A TATTOO WITHOUT PARENTS' PERMISSION


## STUDENT LIFE 2013

Drama Production- Unexpected leading man


## Student Life 2013

Blood Drive- Giving at every blood drive


## StUDENT LIFE

## Coverage Ideas

Surprise Fashion- Goth with a surprising personality
Dates to Homecoming- Asking GF on TV
My Fox Prep Pep Rally- Nervous to be interviewed
Spirit Week- Princess and Prince wearing tights
Homecoming- Dress from Paris
BOREDOM- AMAZING ARTWORK DRAWN ON BODY
Food- Weird eating habits Like vinegar on potatoes
IB Pinning- Future of IB student
NHS Induction- Student who got in senior year
Siblings- Up and downs of having a twin
MUSIC- ROCK BAND "KHEIRON"
CULTURE- MEANING BEHIND STUDENT VEIL
Challenges- Car accident changed lives
RUMORS- IS THE NEW KID A NARC?
School Rules- Freshman gets lunch detail
COLLEGE- Ambition IB SENior GOES TO Stanford
First to Four- Student involved in Everything

## AcADEMICs 2012

AcADEMIC 100


## AcADEMICs 2013

ACADEMIC MODS


Spanish


## AcADEMICs 2013

AcADEMIC MODS


## AcADEMICs 2013

## Academic Mods



## Athletics 2012

BASEBALL- STUDENT TRANSFERS TO WINNING PROGRAM


## AthLETICs 2013

SWIM- CAPTAIN COMMITS TO HARVARD, PLAYS SB, AND SWIM


## Athletics 2013

Softball- SENiors commit to colleges


## Athletics

## Coverage Ideas

FOOTBALL- CAPTAIN GETS CONCUSSION ON FIELD
BAND- DRUM MAJOR PREPARES FOR FOUR YEARS
CHEER- SURVIVNG AS A FRESHMAN ON THE SQUAD
Volleyball- Freshman standout leads state
CROSS COUNTRY- SENIOR'S INFLUENCE ON TEAMMATES
GOLF- THE ONLY "FIRST TO FOUR" ON TEAM
BASKETBALL (B)- PLAYER INSPIRED BY FATHER
Basketball (G)- Sophomore aspires to play at Tennessee
SOCCER (B)- PLAYER FOLLOWS IN OLDER SISTERS FOOTSTEPS
SOCCER (G)- SENIOR REACTS TO NEW COACH
WRESTLING- WEIGHT LOSS OF DEDICATED PLAYER
Baseball- PLAYER ENDS 14 YEAR CAREER
TRACK- STUDENT BREAKS RECORDS IN MIDDLE SCHOOL AND CONTINUES IN HIGH SCHOOL

Flag Football- Proving to Dad that girls can play
TENnis- CLASS CLOWN OF THE TENNIS TEAM

## People 2013

BASKETBALL PLAYERS HIT 1,OOO POINT MILESTONE


## People 2013

MOTOCROSS COMPETITIONS


## PEOPLE

## Coverage Ideas

DISNEY OBSESSION/HAIR BOW OBSESSION
COOL CARS ON CAMPUS
CAREER PLANS
BUCKET LIST
FOOD ADDICTIONS
SUMMER COMMUNITY SERVICE TRIP/MISSION TRIPS
ADVICE TO UNDERCLASSMEN
What are you afraid of?
REMEMBER YOUR FIRST DAY?
SECRETS
CELEBRITY LOOK-ALIKES
Exchange student
StUDENT GOES ON 11 + CRUISES
LAW FAIR
CHAMPION WAKE-BOARDER
COLLEGE RIVALRIES
NHS Teddy Bear Drive

## REFERENCE 2013

CANDIDS, QUOTES, AND SCOREBOARDS


## REFERENCE 2013

CANDIDS, QUOTES, AND SCOREBOARDS


## Coverage

COVER MORE, SELL MORE

## INDEX

RUN YOUR INDEX AFTER EVERY
DEADLINE

## VISUALS

PRINT OUT THE ENTIRE STUDENT BODY...
Highlight only Those That have been Covered.
IT CAN BE SHOCKING!

## Hype Your Content

## LEAK CONTENT

1. THE BOOK SHOULD NOT BE A SECRET!
2. LET PIECES OF THE BOOK SNEAK OUT
3. DISPLAY SPREADS ON FACEBOOK OR ON WINDOWS
4. LET PEOPLE SEE THEMSELVES IN THEIR SPREAD!
5. Tagged Cards: After every page is submitted, have THE BUSINESS MANAGER WRITE A POSTCARD TO EVERY PERSON ON THE SPREAD. MAIL THIS HOME TO PARENTS WITH PURCHASE INFORMATION


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