

SPREAD PLANNER

section _____ deadline _____

spread topic _____ page #s _____

Below, list the stories you will be covering, categorizing them by their traditional section.

PRIMARY LAYER (1): COPY

Topic/Event:

Who:

What:

Where:

When:

Potential Sources (at least 3):

- 1.
- 2.
- 3.

Type of Copy (see back for list):

PRIMARY LAYER (1): PHOTOS AND CAPTIONS

Brainstorm your photos. What's your ideal? What instructions do you have for the photographers?

You will need to cover more than just three people (those listed to the left) in your primary layer. Brainstorm a list of additional people you can cover in your photos. Remember: the goal is to get as many people in the book as possible!

STUDENT LIFE

CLUBS

ACADEMICS

SPORTS

SECONDARY LAYER (2)

Topic/Event:

Type of Coverage:

Potential Sources:

Three Facts:

- 1.
- 2.
- 3.

TERTIARY LAYER (3)

Topic/Event:

Type of Coverage:

Potential Sources:

Three Facts:

- 1.
- 2.
- 3.

ALL BOOK COVERAGE DEVICE

Thematic Angle:

Type of Coverage:

How many nuggets?

MUST HAVES:

OTHER IDEAS:

If you plan on having more than four layers, please include the planning information for those layers on the back.

adapted from planner created with Meghan Percival, McLean HS

ADDITIONAL CONTENT

Fill out as needed. Don't forget to add additional content to tallies on front!

ADDITIONAL LAYER 1	ADDITIONAL LAYER 2	ADDITIONAL LAYER 3
Topic/Event:	Topic/Event:	Topic/Event:
Type of Coverage:	Type of Coverage:	Type of Coverage:
Potential Sources:	Potential Sources:	Potential Sources:
Three Facts:	Three Facts:	Three Facts:
1.	1.	1.
2.	2.	2.
3.	3.	3.

TYPES of ALTERNATIVE COPY

PERSONAL NARRATIVES

- Bios
- First Person Stories
- He Said/She Said
- Quotes
- Question and Answer
- Looks "Inside"
- Slices of Life
- Advice
- Story behind the stuff
- Facebook Posts
- Instagram
- Mad Libs
- Profiles
- Roundtable
- Transcript of a convo
- Tweet

LISTING STORIES

- Glossaries
- Checklists
- By the Numbers
- Dos/Don'ts
- Hot/Not
- Top Ten (or Five or ...)
- How To's
- Pros/Cons
- Fact v. Fiction
- Tips
- Schedules
- Days of the Week
- Where to Go For ...
- Step by Step Guide
- 5W's
- Favorites

- Compare/Contrast
- Minute by Minute
- Ratings
- Recipes
- This or That
- Word Association

QUIZZES

- Did You Know?
- Can You Match...?
- Can You Remember?
- Game Shows
- True/False
- Self Appraisals
- Fill in the Blanks
- Multiple Choice

INFOGRAPHICS / POLLS

- Charts
- Tables
- Ratings
- Diagrams/Piecharts
- Maps
- Timelines
- Calendars
- Breakdowns (of facts, numbers, etc.)
- Fact Box
- Illustration
- Photo Diary
- Scale
- Snapchat