

50 WAYS TO UP READERSHIP



create an alternative copy binder

Find examples of the following alternative copy techniques in magazines. Clip out and identify by the numbers on the list below. Insert each example in a clear plastic pocket and organize in a binder. Use examples to inspire secondary coverage possibilities. For extra credit, create five alternative copy packages for a section library of your yearbook.

1. Top 10 Ideas	26. Laughlines/Bloopers
2. Narrative-Quote/Transition Story	27. Best/Worst
3. First Person Anecdote	28. He Said/She Said
4. Lists-Data from Polls and Surveys	29. Thumbs Up/Down
5. Questions and Answers	30. Five W's & H
6. Headline Story Caption – (usually the dominant)	31. Who's Who
7. Quotes/Anecdotes (thought provoking quotes)	32. Intro Paragraph with Quotes, Anecdotes or Lists
8. Advice/How To Tips	33. Checklists
9. Fun Facts	34. Map
10. FYI Box	35. Chronology
11. Personality Sketches/Profiles	36. Pro/Con
12. Summary Lists/Checklists	37. Reaction
13. Infographics (pie, bar, line, table, map, diagram)	38. Personal Accounts (longer than an anecdote)
14. Schedules/Calendars	39. Round Tables (student views on world issues)
15. For More Info. Boxes (Web and contact information)	40. A to Z
16. Scoreboards	41. Stats Box
17. Quizzes	42. Multiple Choice
18. Glossaries	43. Matching
19. Cartoons/Illustrations (only very good ones)	44. Excerpts
20. Logos (art/typography)	45. Requests to Readers
21. Opposites Attract Idea (for sure/no way, calm/crazy, get real/for real, conservative/bizarre)	46. Step-by Step Guides
22. Highlights	47. Fill in the Blanks
23. Definitions	48. Bio Box
24. Factoids/Figures	49. Photo Collection w/Gang Caption
25. Timelines	50. Photos Depicting Sequence of Events

