

SPOTLIGHT ON SPORTS

Recently a yearbook adviser friend brought me this problem: "Our school is very sports-oriented. We seem to be adding new sports and more levels of them every day. Last year our ladder had almost 40% of the book devoted to sports. What can we do? If this keeps up, before long, we will have nothing in the book but sports.

So I offered to look over her ladder and make some suggestions. In the first column on the right is what the sports section looked like last year. Each Varsity Sport had a DPS and the JV and Frosh split a DPS in the major sports. Minor sports (and they have a ton of them) each got one DPS. There were a total of 50 pages. That may not seem like a lot if you are doing a 300-page book or more but this school has traditionally done only about 200 pages. That means that almost half of the book is sports. Yet when we checked, less than half the school was participating in sports and the school year is so much more than just sports. So, how do we change it?

2003 Yearbook Total 52 pages

Sports Divider
Sports Divider
Varsity Football
Varsity Football
JV Football
Frosh Football
Varsity Volleyball
Varsity Volleyball
JV Volleyball
Frosh Volleyball
Varsity Cross Country
Varsity Cross Country
JV Cross Country
Frosh Cross Country
Men's Crew
Men's Crew
Men's LaCrosse
Men's Lacrosse
Varsity Men's Basketball
Varsity Men's Basketball
JV Men's Basketball
C Squad Men's Basketball
Frosh Men's Basketball
Frosh Women's Basketball
C Squad Women's Basketball
JV Women's Basketball
Varsity Women's Basketball
Varsity Women's Basketball
Wrestling
Wrestling
Gymnastics
Gymnastics
Women's Lacrosse
Women's Lacrosse
Varsity Baseball
Varsity Baseball
JV Baseball
Frosh Baseball
Varsity Softball
Varsity Softball
JV Softball
Frosh Softball
Varsity Track
Varsity Track
Tennis
Tennis
Golf
Golf
Women's Crew
Women's Crew

We featurize it!

We switch from devoting a DPS for every sport to finding subjects that pertain to every sport and using them in a feature story format with pictures from a multitude of sports. For example, a feature on practices would have photos of different kinds of drills and skill lessons taught in a number of

2004 Yearbook Total 30 pages

Sports Divider
Sports Divider
Hell week-daily doubles
Fall Sports Groups and Scores
Parents as fans
Fall Sports Groups and Scores
Road trips
Fall Sports Groups and Scores
The cost of playing in monetary terms
Fall Sports Groups and Scores
Making varisty as a freshman
Wiinter Sports Groups and Scores
Uniforms—cool or uncool
Wiinter Sports Groups and Scores
Injuries
Wiinter Sports Groups and Scores
Practices
Wiinter Sports Groups and Scores
Half time pep talks
Wiinter Sports Groups and Scores
Playing with siblings
Spring Sports Groups and Scores
Embarrasing moments in sports
Spring Sports Groups and Scores
Emotion—the heart of sports
Spring Sports Groups and Scores
State and district champions
Spring Sports Groups and Scores
Individual Sports including Horseback riding, surfing, skateboard, etc.

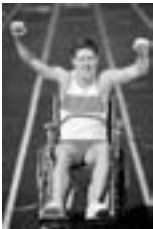
sports. It might also feature an infographic relating the amount of time each sport practiced at each level.

At the bottom of each DPS you would design a space for team group shots, scoreboards and possibly a quote box from a coach or player.

Check out how the new sports section looks for the 2004 book below. We think it solves the problem well.

Another thing this method of covering sports takes care of is the problem we see in many yearbooks: the overcoverage of football. Some schools give football even more coverage than they do any other sport when in reality there are probably more students involved in track or basketball on the whole.

This method also helps you balance your coverage of male and female sports.



And while you are at it, don't forget others who do not take part in organized sports and make sure leave room in the features and the group shots for the disabled. If you are covering the kids at your school that are in Special Olympics in any section other than sports...shame on you. They are just as much athletes competing at the top of their form as any others at your school.

Featurizing also makes the sports section so much more interesting because you cover more than the

