

SPORTS TALK

Some thoughts on covering the athletic world at your school

As the fall sports season is now in full swing and the winter sports season is just around the corner, you are probably thinking of getting that sports section off the ground. Here are some quick items to think about as you plan your sports section.

Sports Fact #1 Too much sports?

For most schools, the sports section is the hardest to control. You won't like this (especially if yours is a sports-oriented school), but accord-



most high school sports programs. Even the smallest

of schools that field sports teams have at least one sport, per sex, per season (football and volleyball in the fall, basketball for men and women in the winter and baseball/softball in the spring). Many have more. And most of those sports have both a varsity team and a junior varsity team.

When you have this many teams competing, you will probably need to break the 18% rule just to cover all their seasons. But please try to use restraint when deciding on the amount of coverage to give sports.



One way small-school books can hold down the number of sports pages is to have JV or sophomore teams from the same season share a double-page spread.

One last note about allotting space to sports. Under current non-discrimination laws, you need to make very sure that both genders receive equal coverage.

Sports Fact #2 Missing sports

Another real problem in many sports sections is that most yearbooks cover only the people who compete in school-sponsored team

athletics and miss those who may put in the same amount or even more time in an individual or club sport.



Skateboarders, mountain bikers, horseback riders, hikers, boaters and others all deserve coverage in your yearbook. Maybe not to the same extent as the football or baseball team, but they do deserve it.

Sports Fact #3 It's more than just the games and matches

Coverage of sports needs to be more than just coverage



of contests. If you ask any ex-football player what he remembers most about high school football, he will probably say it was "Hell Week" or "Daily Doubles." That week at the start of the season when they have two practices a day in the hot August sun. Yet 85% of yearbooks don't cover practice. They don't cover half-times. They don't cover

tryouts. They don't cover pep talks. They don't cover fans. They don't cover road trips. They don't cover injuries. All they usually do is re-hash the season. You can accomplish that with a good scoreboard. You need more.

Consider featuring your sports section.



This means that you cover it all. Look for different angles when planning the section. Take some time and really plan for the right photos to show what the sport was really like.

The photos on this page should be a great inspiration for photo ideas. All are from our Jostens/Wolfe's Camera's annual student photo contest. You can find even more of these great photos to inspire your staff photographers on Yearbook Avenue. Just click Contests.

For more ideas on making your sports section different, check out the Sports Ideas poster on the centerfold spread. There you'll see some of the best ideas from 2007 books.



ing to the national scholastic press associations, your sports section should comprise no more than 18% of your yearbook. Most of you probably think that this number is too low, but remember that if yours is like most schools, only 35-40% of your student body is involved in athletics in some way, shape or form.

Of course, the problem of growing sports sections has to do with the plethora of teams that abound in

