

# WEEKLY SPREAD ROTATION

Try Ladue Horton Watkins High School's production schedule. Hear more about the process in adviser Sarah Kirksey's interview on [Mind the Gutter podcast \(episode 21\)](#). If you have a large enough staff, you should have a different team working on a different step in the process each week. That way, you're finalizing spreads every week and work doesn't pile up. Each team should consist of a leader and cross-trained staffers.

## Week one: Preplanning

- ▶ Team meets to plan potential coverage for the next week.
- ▶ Team comes up with story ideas and angles, plans for dominant photo package, plans for each mod and what those should look like.
- ▶ Team members all plan which events they will cover.
- ▶ Team discusses ways to make thematic visual-verbal connections on the spread.
- ▶ Designer creates basic layout (story, headline package, dominant photo package, spacing for mods).

## Week two: Coverage

- ▶ Collect quotes, photos, cutouts, information and interviews for spread.
- ▶ Collect any information on events that happen that were not planned (surprise fire drills, unexpected moments, cool class activities, club news, etc.).
- ▶ All interviews, photos, cutouts, info, etc. are uploaded to the team folder the day they happen.
- ▶ Check the index for coverage counts BEFORE designing the spread to ensure students are covered fairly.
- ▶ Check club and academic coverage counts to ensure balanced coverage.

## Week three: Design

- ▶ Place photos and write captions for each photo.
- ▶ Write story and create subject-verb headline.
- ▶ Create mods and plug in all information collected by the team.
- ▶ Team leader self-grades the spread using the Production Rubrics (found in the Welcome section of the online curriculum) before presenting to the staff the following week.

## Week four: Present and edit

- ▶ At the start of the week, team leader presents the spread to the staff. Staff gives feedback concerning design, theme inclusion and coverage.
- ▶ Team leader takes notes during presentation and prints page to give to EIC.
- ▶ EIC will meet with team leader to go over the spread and work out any issues.
- ▶ Team leader will edit spread and work toward finalizing it.

## Week five: Finalize

- ▶ Team leader prints two copies of the edited version of the spread for the EIC and adviser.
- ▶ Team leader checks off names, clubs and classes covered in spread on class coverage lists.
- ▶ Once EIC approves of spread, he/she will put it in proof so adviser knows it is "complete."
- ▶ All spreads in proof will be printed and class will edit two weeks before each deadline to help catch any grammar, spelling or design mistakes.