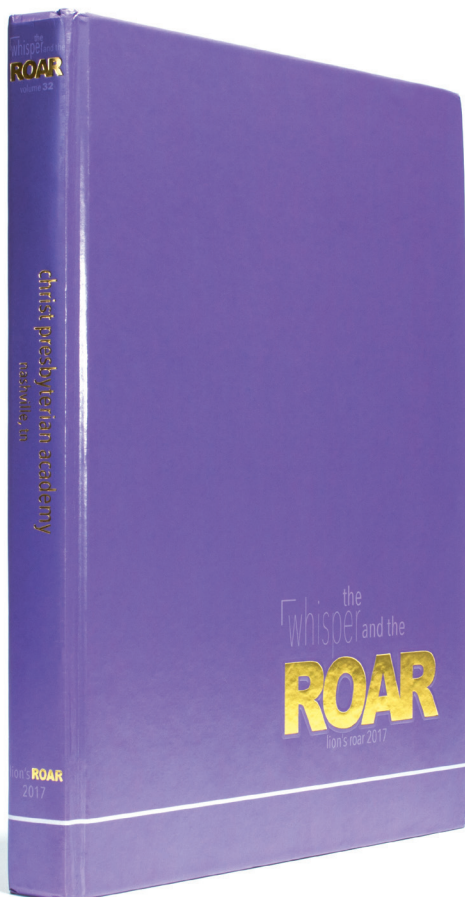


# EVALUATING VOICE

 **Expert** ► Explore how another school represents its voice.

CHRIST PRESBYTERIAN ACADEMY  
NASHVILLE, TN



## PRO TIP

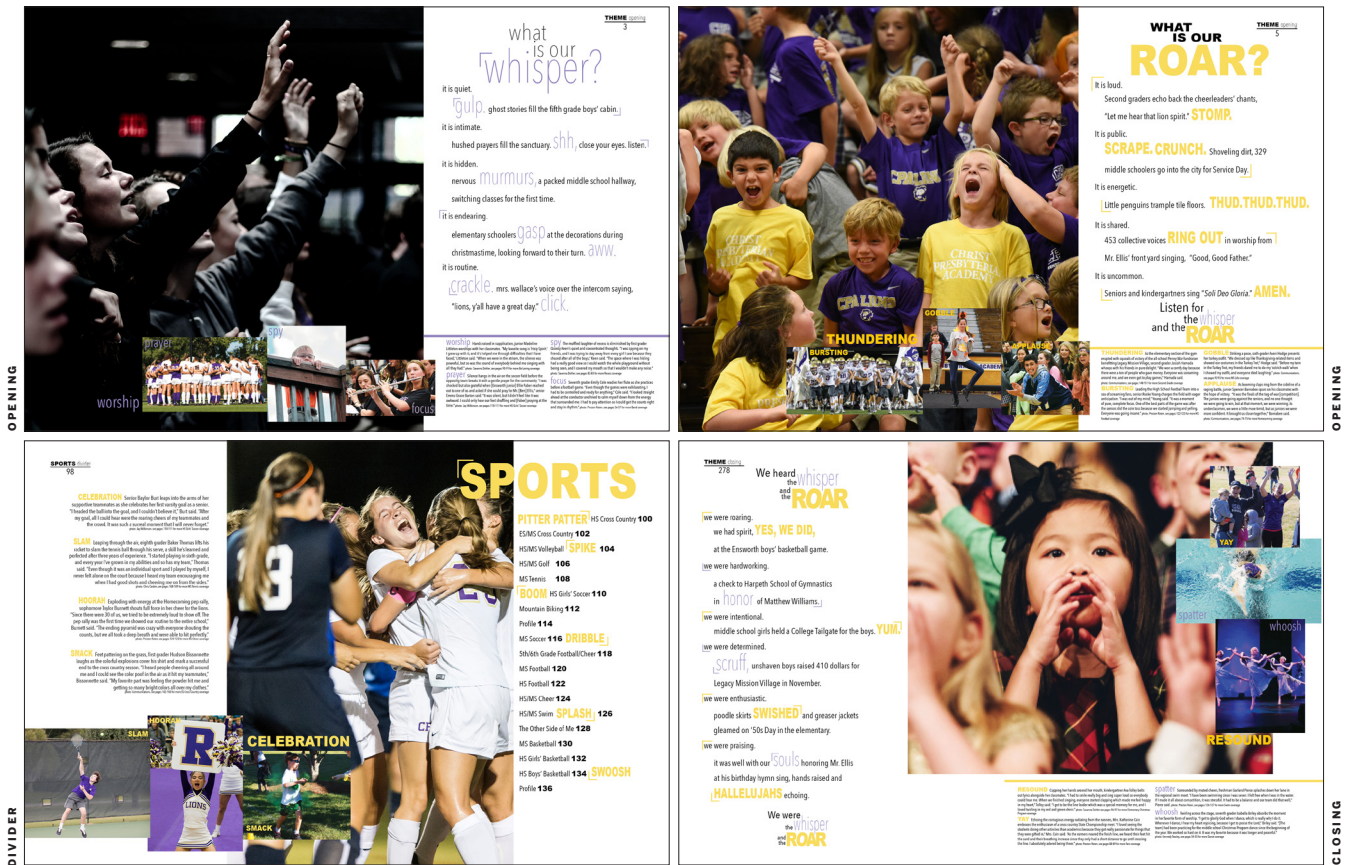
*While browsing, a reader should see consistency on each spread. This does not mean pages should be identical, but there should be a strong unifier.*

## Cover

- "The Whisper and the Roar" is the verbal tagline presented on the cover.
- The mixture of all lowercase and then all uppercase words reinforces the soft tone of "whisper" and the demanding voice of "ROAR."
- This is a pride theme but not a "rah rah" pride theme. It is a more thoughtful, serious pride. The verbal voice seen in the opening copy matches this forceful, quiet, confident pride.

## Front endsheet

- The front endsheet reflects the pride-focused theme with a picture of the school mascot and students in school colors.
- The theme package from the cover continues seamlessly to the inside. As a reader service, there is also a complete listing of content.



## Opening

- ▶ The voice is visually developed in the opening with the same capitalization patterns as the cover. Descriptors of 'whisper' are in a thin, lowercase font, while 'roar' words are capitalized and bold. The photos in the opening reflect the dual voice, with a silent prayer for whisper and a screaming assembly for roar.
- ▶ Along with story-telling photos, the staff elaborated on the sound-specific theme. The copy highlights sounds, both quiet and loud, to draw out moments which will reappear in coverage pages.

## PRO TIP

*Regardless of theme presentation, the reader should easily recognize the unifying voice. Having a single staffer write all theme copy can help.*

## Dividers

- ▶ Detailed contents listings are enhanced with relevant onomatopoeia, which sticks to the quiet and the loud.
- ▶ Expressive photos lead to captions which begin with more 'whisper' and 'roar' words.

## Closing

- ▶ While theme is expressed literally by the words 'whisper' and 'roar,' voice is expressed by the different feeling of each page. In this case, the little girl encompasses the idea of a 'whisper' and a 'roar' or perhaps a 'roar' coming in a small package.