

Welcome, Leads, Grades, Ethics

J202: Week 2

Announcements & Big Questions

- ✦ Make sure you've done the readings & have read your emails
- ✦ Blog posts for portfolio site: 300-500 words, on average
- ✦ Quizzes start next week!
- ✦ IS Pitches due a week from today -
 - ✦ You will get an email link to claim your topic later this week
- ✦ Big Questions
 - ✦ What are you doing here?
 - ✦ How should you begin your stories?
 - ✦ What do your grades mean?
 - ✦ How can you be an ethical SJMC student?

What are we doing here?

- ✦ thinking
- ✦ writing
- ✦ adaptability
- ✦ integrity
- ✦ introducing
- ✦ transferable



Katie Harbath This is going to be one of the hardest classes you take, but probably the one that most prepares you for the start of your career. Learn how to use multiple skills like video editing and writing for web. Give 110%. Then get an internship to hone those skills in a real world environment. Proceed and be bold.

September 3 at 9:16am via mobile · Like ·  1

What media writers do

News	Strat Comm
short form	strategy
long form	print ads
video	radio and tv spots
audio	interactive
images	campaigns
interactive	relationships
social	crisis comm

What media writers do



How do media writers do it?

- ✦ idea
- ✦ information
 - ✦ What to gather?
 - ✦ Where?
- ✦ focus
 - ✦ What is the central message here?
- ✦ order
 - ✦ What strategy do I use to pitch my idea?
 - ✦ How is my story organized?
- ✦ draft

What makes a good story?

What is newsworthy?

- ✦ timeliness
- ✦ impact
- ✦ novelty
- ✦ conflict
- ✦ proximity
- ✦ prominence
- ✦ human interest/humor/suspense

What makes a good writer?

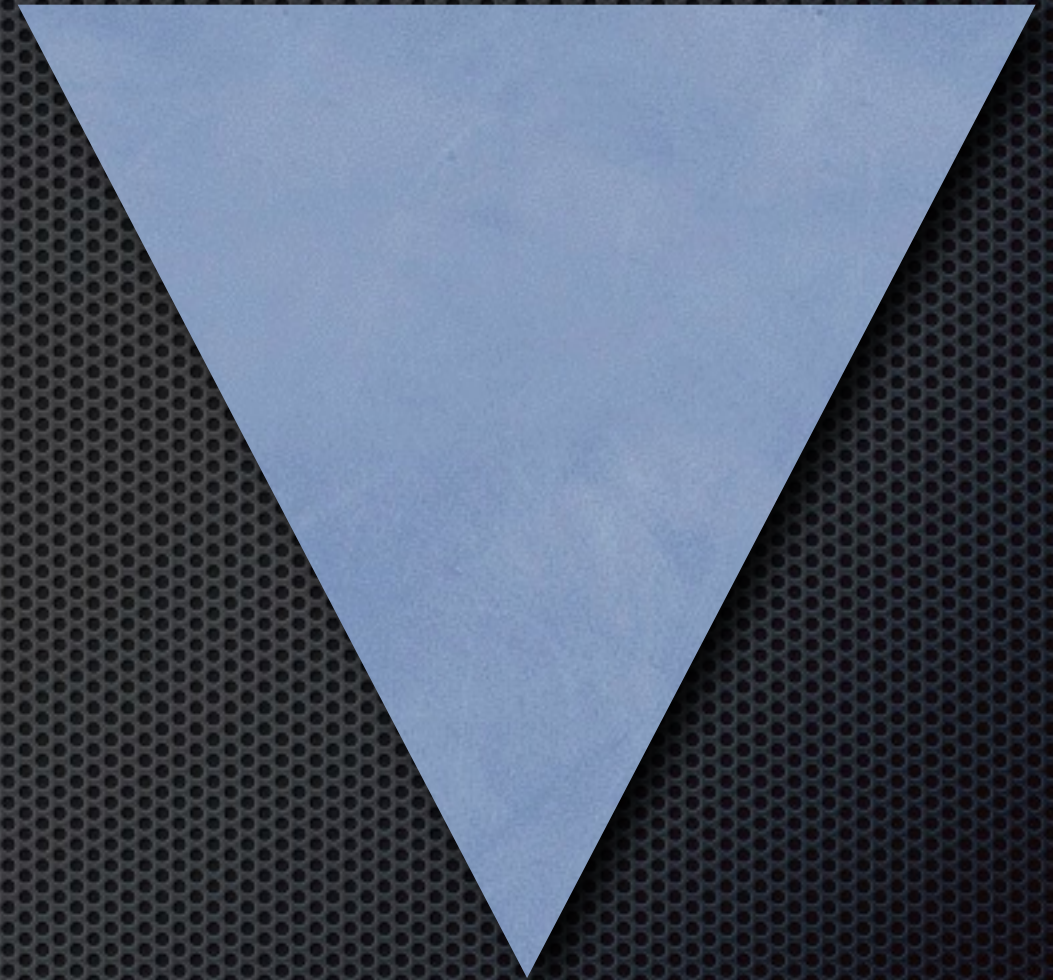
- ✦ understanding audience
 - ✦ readers/viewers
 - ✦ target market
- ✦ understanding goals
- ✦ curiosity
- ✦ humility
- ✦ critical thinking
- ✦ publicly accountable

Structure of media writing

- ✦ inverted pyramid
 - ✦ “tell me the news”
- ✦ narrative
 - ✦ “tell me the story”

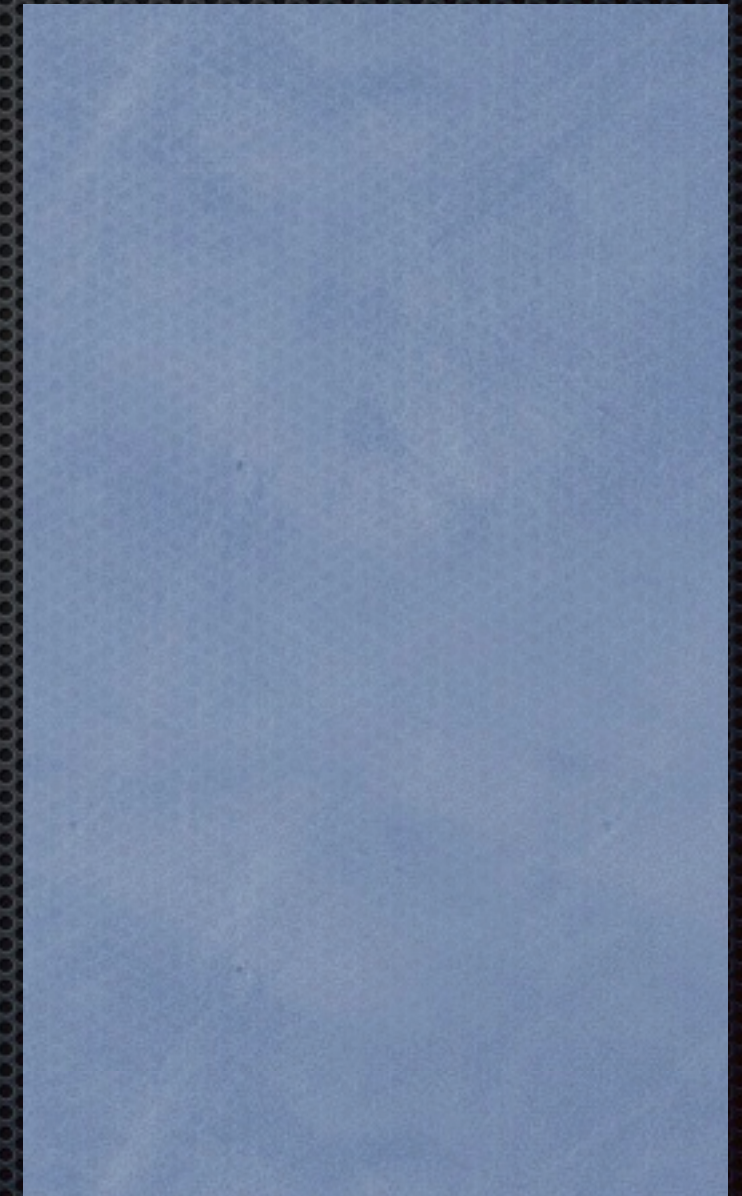
Structure of media writing

- ✦ inverted-pyramid
 - ✦ most-important info 1st
 - ✦ importance descends
 - ✦ simple, concise words
 - ✦ clear, precise words
 - ✦ active verbs
 - ✦ short sentences
 - ✦ short paragraphs
 - ✦ common in: hard news, breaking broadcast, press releases, newsletter, social media, exec summaries



Structure of media writing

- ✦ narrative
 - ✦ most-intriguing info 1st
 - ✦ see story as a whole
 - ✦ thread throughout
 - ✦ nutgraf
 - ✦ ending to “wrap”
 - ✦ simple, concise words
 - ✦ express, not impress
 - ✦ clear, precise words
 - ✦ active verbs
 - ✦ varied sentence, paragraph length
 - ✦ common in: features, broadcast packages, speeches, direct mail



Structure of media writing

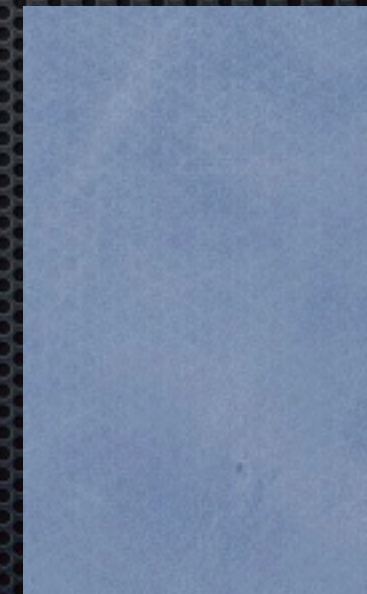
<u>Tell me the news</u>	<u>Tell me the story</u>
who	character
what	action
when	chronology
where	setting
why	motivation
how	process
equals facts	equals meaning

What does a lead do?

- ✦ inform vs. intrigue
- ✦ engage audience
- ✦ set tone
- ✦ arouse interest
- ✦ subject vs. theme

Leads and structure

- ✦ straight leads
 - ✦ “tell me the news”
 - ✦ 5 Ws, 1 H
 - ✦ inverted pyramid stories
- ✦ feature leads
 - ✦ “tell me the story”
 - ✦ storytelling
 - ✦ narrative pieces



Straight leads

- summary lead
 - summarizes 5 Ws and H in about 30 words (past tense)
 - Typically, 20 syllables in broadcasting (present tense)
 - hits most important idea
 - common in: breaking news, press releases
 - b'cast reader, cue-in

NPR pesticide

Archdiocese

Straight leads

Directly to the point
no fluff

- ✦ blind lead
 - ✦ summarizes
 - ✦ leaves confusing detail to second graf
 - ✦ common in: 2nd-day news, new product pitches
- ✦ wrap lead
 - ✦ combines several items
 - ✦ equal weight to show commonality
 - ✦ common in: disaster stories, event publicity

Feature leads

- ✦ anecdotal lead
 - ✦ beginning/middle/end
 - ✦ illustrates central theme
- ✦ character lead
 - ✦ launches into action
 - ✦ puts characters into a scene

ADCRITIC.COM

Running of the squirrels

Feature lead

- ✦ scene-setter lead
 - ✦ opens with visual description
 - ✦ sets stage for characters, action



recapture the feeling.



25 vitamins and minerals. 24 fruits and vegetables. 18 amino acids. 14 green foods. 12 organic mushrooms. 12 digestive enzymes. Plus citrus bioflavonoids, omega 3/6/9 fatty acids and invigorating herbs. No daily supplement provides more energizing nutrients from more natural sources than Alive!® Whole Food Energizer.™ More than just a multi-vitamin. It's nutrition you can feel.

AVAILABLE AT HEALTH & NUTRITION STORES



Feature leads

- ✦ significant detail lead
 - ✦ single detail to illustrate theme
- ✦ word play lead
 - ✦ lighthearted for less-serious stories
- ✦ single-instance or emblem lead
 - ✦ one example to illustrate larger theme



Transition from lead

- ✦ straight leads
 - ✦ next fact in logical structure
- ✦ feature leads
 - ✦ nut graf
 - ✦ who cares?

Leads to avoid

- ✦ question leads
 - ✦ seldom summarize accurately
 - ✦ better in ads
- ✦ quote leads
 - ✦ summary quotes are rare
- ✦ topic leads
 - ✦ what took place, not what happened
- ✦ buried leads
 - ✦ fail to put the best facts first

Leads to avoid

- ✦ verbose leads
- ✦ excessive wordplay
 - ✦ a lot of alliteration
- ✦ they say/cliche
- ✦ well-worn devices

Now you go...

- ✦ [https://twitter.com/
search?f=realtime&q=
%23J202&src=typd](https://twitter.com/search?f=realtime&q=%23J202&src=typd)

Grades in J202

- ✦ A 93-100 publishable quality in current form with few or no revisions
- ✦ AB 88-92 publishable quality with minor work
- ✦ B 80-87 solid elements; will be publishable quality with some rehabbing
- ✦ BC 75-79 some serious flaws but other strengths; will be publishable quality with reasonable work
- ✦ C 67-74 major flaws; needs overhaul before being publishable quality
- ✦ D 59-66 critical errors; could not be considered publishable quality without dramatic change
- ✦ F 0-58 work not completed or lacks merit overall

Issues of Integrity: Taking wording

- An item on Wisconsin's state website reads:
"Adopted as Wisconsin's official state flower on Arbor Day 1909, the wood violets' gentle green leaves and purple petals sway in the breeze reflecting Wisconsin's scenic beauty."
- I write in a feature article: "The farm's wood violets' gentle green leaves and purple petals sway in the breeze reflecting Wisconsin's scenic beauty." Ok?
- I write in a feature article: "Wisconsin adopted the wood violet as the state flower in 1909, finding the blossom to be symbolic of the state's scenic beauty." Problem?

Issues of Integrity: Using history

- I read in a secondary source: "John Adams faces the unenviable historical position of having served directly after George Washington, the first president, and directly before Thomas Jefferson, the author of the Declaration of Independence."
- If I write, "John Adams was the second president of the United States," have I put myself at risk?
- Do I need to cite the source when writing that John Adams was the second president?

Issues of Integrity: Making notes

- ✦ I take notes on my laptop while reading a primary source document for a feature article. In doing so, I type an entire sentence verbatim, but I forget to put quotes around it.
- ✦ I later copy and paste the sentence from my notes into a news article under the impression the words are my own. Since I did not take the sentence intentionally (and it was only one sentence), am I at risk?

Issues of Integrity: Borrowing ideas

- ✦ I read in a secondary source: "One way to address the rise in automobile thefts may be for the state to give tax credits for the purchase of alarm systems."
- ✦ I write in a feature article: "Providing tax credits to drivers who buy alarms for their vehicles could cut into the number of car thefts." Uh-oh?
- ✦ Do I need to cite the secondary source for this information?

Issues of Integrity: Seeking

- ✦ I'm writing an executive summary of data from a survey related to the textiles industry. I don't know the right style to use, so I borrow an executive summary from a former J202 student that was related to citizen views on the environment.
- ✦ I like how the former student organized the memo, so I adopt the same structure. Explosive?
- ✦ I like how the former student wrote in her conclusion, "All data calculations are based on the 2010 Environmental Protection Agency air study and should be understood exclusively in that specific context," so I write, "All data calculations are based on the 2012 American Textile Association customer satisfaction survey and should be understood exclusively in that specific context."

Issues of Integrity: Drawing from

- ✦ I am writing a press release announcing a new heart health initiative by the American Heart Association. I go to the Cheerios website and find this in one of the company's press releases: "Treating yourself to a whole-grain breakfast is the best way to start your day off heart healthy."
- ✦ If I use the sentence verbatim in my press release, problem?
- ✦ I do a later release for my own organization and reuse my line from my release. Problem?

Issues of Integrity: Adding quotes

- ✦ I'm copy editing a reporter's article that reads: The coroner said the wounds were consistent with a knife attack.
- ✦ I change it to put quotes around "the wounds were consistent with a knife attack."
 - ✦ Bad?

Issues of Integrity: Replacing

- ✦ I interview a source for an article and later transcribe the interview. A week later, I go back to the recording to put together an audio story, but I've accidentally deleted the file.
- ✦ If I record my roommate reading the exact words my source said, is it ok to use the recording in my audio story?
- ✦ If I call my source and ask her to repeat a line she told me verbatim so I can record it, is it okay to use the recording in my audio story?
- ✦ If I call my source back, explain my audio mishap, and ask her the same question over again, can I use her new response in my audio story?

Issues of Integrity: Using sources

- ✦ I read in the New York Times:
James still believes there was nothing wrong with using his career decision to help a charity. "The Boys Club has a new basketball court thanks to the show, so I don't care what people think," he said.
- ✦ I write in an article:
LeBron James has no regrets over his decision. "The Boys Club has a new basketball court thanks to the show, so I don't care what people think," he said.

Where can I get pictures?

- ✦ University Communications
- ✦ Creative Commons

Intro, Minefields, Structure & Leads

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