

Breaking News, Story Structure The IS

J202: Week 3

Why do you make us write on deadline?



YOU CAN STILL DUNK IN THE DARK



But why do I have to write fast?

Verizon 11:40 PM 100%

m.espn.go.com/wireless Google

#TheNextBigThing SAMSUNG

ESPN my ESPN SPORTS



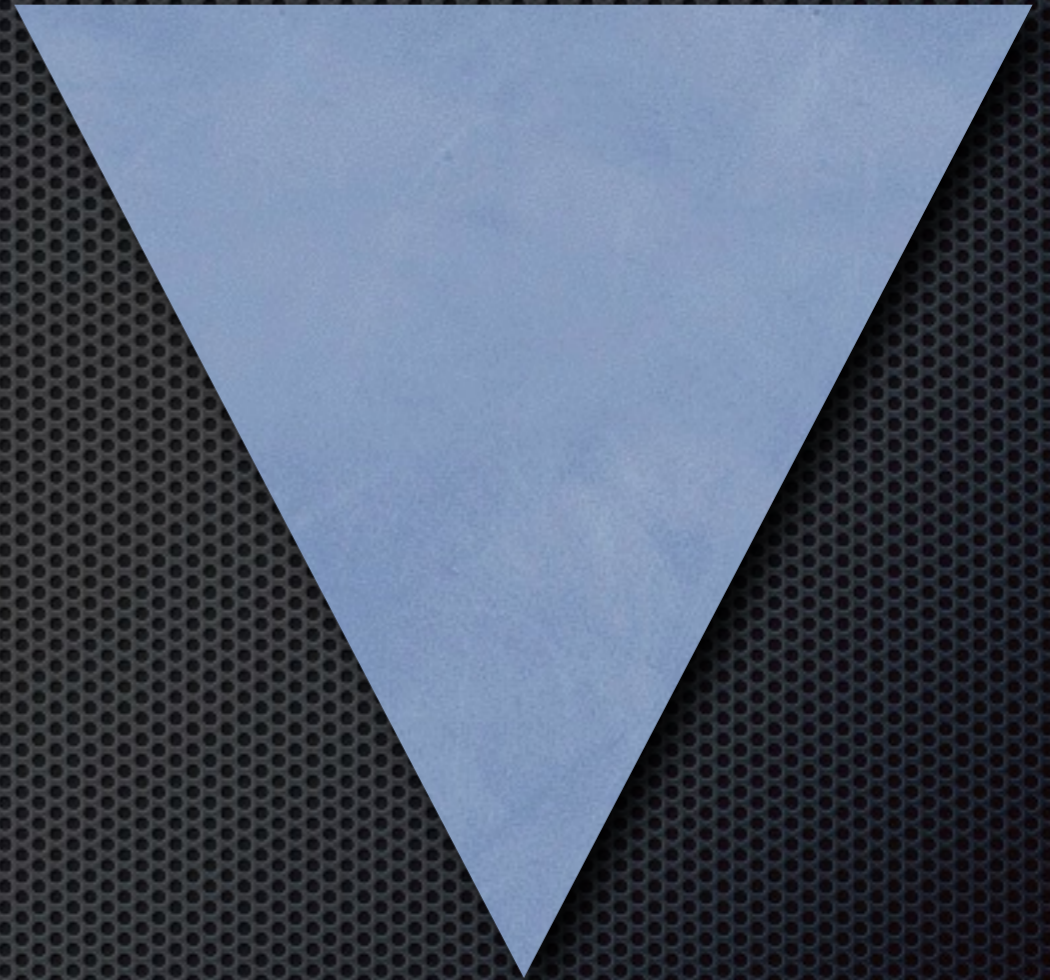
Surge Protectors
The Ravens withstood a power outage and a feverish 49ers charge to hold on to win Super Bowl XLVII.

BAL 34 SF 31 Final MORE

Navigation icons: back, forward, share, book, tabs (8)

Breaking...

- ✦ inverted-pyramid is still your friend
 - ✦ avoid chronology; most-important info 1st
 - ✦ importance descends
 - ✦ simple, concise words
 - ✦ don't speculate
 - ✦ check facts
 - ✦ update



Breaking News: Tips

- ✦ Accuracy is the first goal
 - ✦ What is reported first is often wrong
- ✦ Monitor, but do not rely upon social media
- ✦ Don't trust anonymous sources
- ✦ Don't trust another news outlet
- ✦ Be strategic
- ✦ Have a process
- ✦ Use digital tools <https://storify.com/antderosa/alec-baldwin-kicked-off-american-airlines-flight-f>

Tompkins Reading

- ✦ Colorful
 - ✦ Outgoing
 - ✦ Opinionated
 - ✦ Lively
-
- ✦ Get on with it. . .

Long-form structures

- ✦ narrative structure
- ✦ feature lead
- ✦ emphasis on meaning
- ✦ transitions of thought and language
- ✦ objective copy, subjective quotes
- ✦ <http://www.nytimes.com/interactive/2011/12/04/sports/hockey/boogaard-video.html?ref=hockey>
 - ✦ Other forms:
 - ✦ The “hourglass”
 - ✦ “Five boxes”

In-Class Write

- ✦ Left side: Give me an hourglass for Adrian Peterson's deactivation
- ✦ Right side: Give me a 5 boxes for Adrian Peterson's deactivation

Revise! (From Neiman Lab, Harvard)

- ✦ Lower your standards
- ✦ Get something down on paper
- ✦ Swallow the bile that rises in your throat as you write a first draft
- ✦ Print out
- ✦ Read aloud
- ✦ Raise those standards back up

Multimedia

- ✦ combining
 - ✦ text
 - ✦ image
 - ✦ audio
 - ✦ video
 - ✦ interactivity
 - ✦ <http://uwrightnow.wisc.edu/board/>

The screenshot shows the #UWRightNow website interface for April 18, 2012. The header includes the UW-Madison logo, the hashtag #UWRightNow, the date APRIL 18, 2012, and a search bar. Below the header, there is a navigation bar with "See stories:" and a dropdown menu set to "as it happened". The main content area is a grid of posts:

- 12 am**: A large red text post. Below it, a quote from user **meeshinator1** (12:13 am) reads: "Studying for our Psychology Exam tomorrow—good thing this study lounge is open 24 hours a day! #UWRightNow".
- Troy Reeves, UW Oral History Project**: A post with a photo of a clock face featuring the Bucky Badger logo. The text says: "While not typical, on some days I get to bring people back from the dead. Or, at least their voices. I lead oral history activities for UW-Madison, and a typical [... more]". The timestamp is 12:05 am.
- Working around the clock to prepare for All-Campus Party 2012**: A post with a photo of two people sitting on the floor with boxes. The text says: "Right now, the University of Wisconsin's All-Campus Party is only 5,095 minutes away. But who's counting, right? Members of the Wisconsin Alumni Student Board certainly are –".
- 'Go to Class'**: A post with a photo of a wooden "W" plaque covered in signatures. The text says: "When I graduated from high school, my grandpa made me this wood 'W' plaque. My friends and family signed it with advice for UW-Madison. There's quite a few".
- Gillian Losh**: A post with a photo of a young woman. The text says: "Today I woke up in Merida, Venezuela with a clear view of the mountains from my bedroom window. I skipped breakfast—cereal and milk, both hecho en socialism, meaning they were [...more]". The timestamp is 12:10 am.
- Time with friends**: A post with a grey background and white text.

IS story cautions

- ✦ process pieces
- ✦ promotional pieces
- ✦ sources
- ✦ interview prep
 - ✦ Don't call University Communications to set up interviews
- ✦ Keep thinking about how your choices fit into the requirement of the assignment. Do not wait.
 - ✦ Think about "Social Media is a Conversation" reading
- ✦ Trainings...
- ✦ Wordpress site - private or public?
 - ✦ Remember, the IS is a class assignment, so if you want to use your work in another format or forum...you must get your sources' permission