

J202: WEEK 4 (LEFTOVERS)

GATHERING INFORMATION AND INTERVIEWING

QUESTIONS
MATCH
NEED

who?
what?
where?
when?

= FACTS

why?
how?

= MEANING

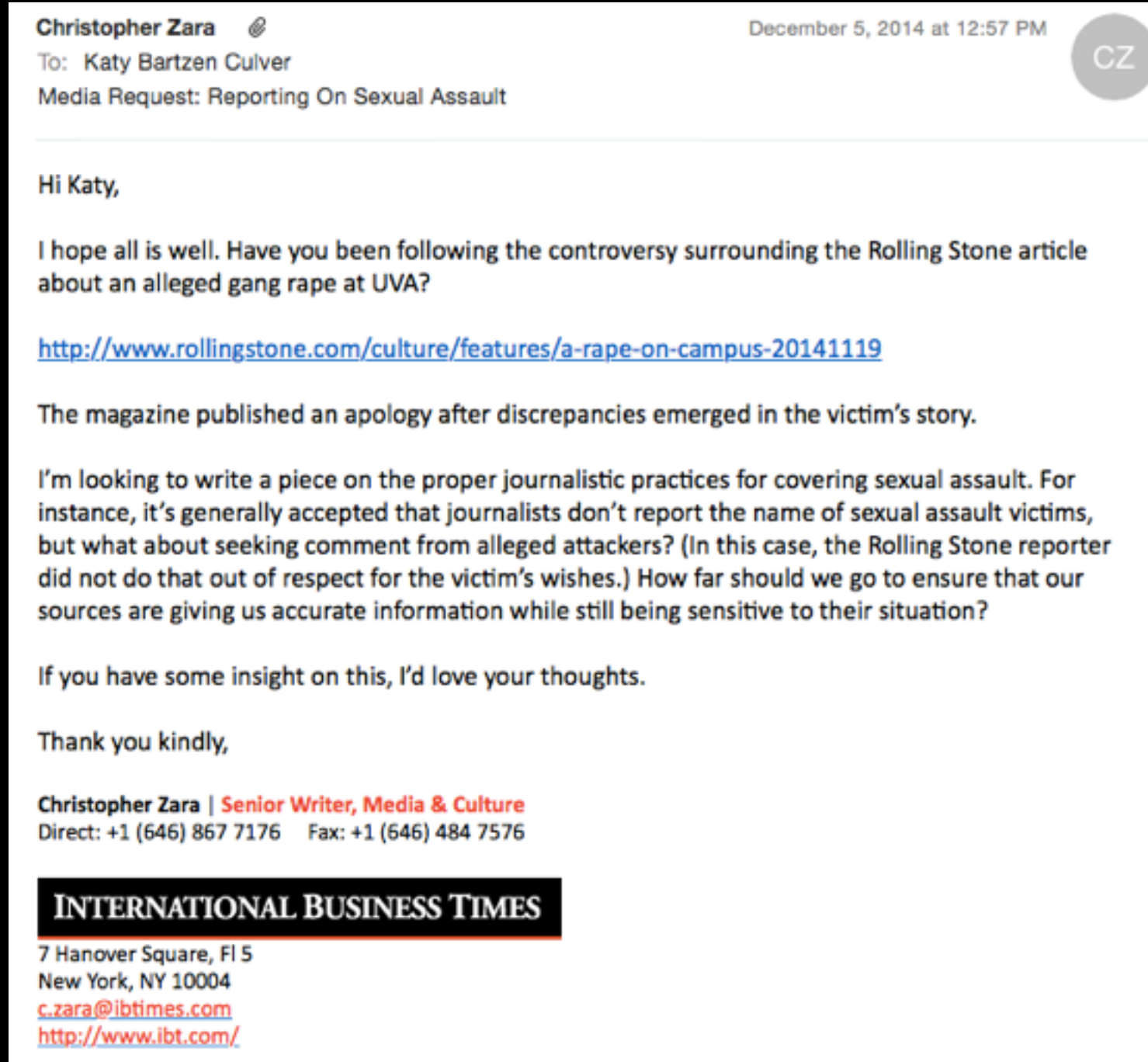
BAD QUESTIONS

- yes-or-no
- cliches
- leading
- absolute
- off-putting
- interruptions, detours
- double-barreled



INTERVIEW HOW-TO: SET IT UP

- seek in person
- then phone
- last ditch = email
- request appointment first

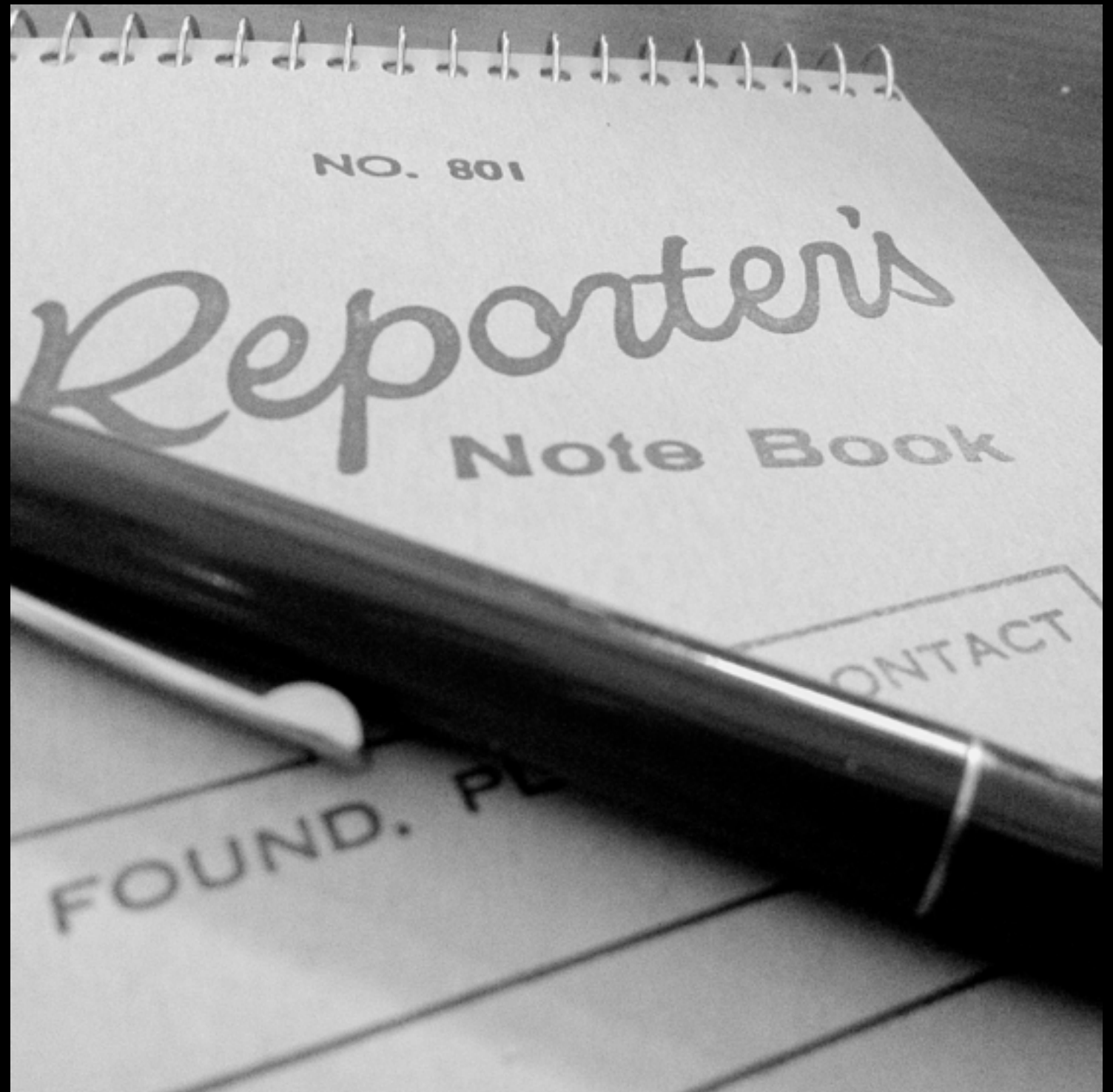


INTERVIEW HOW-TO: RESEARCH

- google advanced search
- lexis/nexis
- newspaper archives
- video clips

INTERVIEW HOW-TO: PREPARE

- develop shorthand
- pick notebook style
- draft questions
- note keywords
- organize research
- set recorder



INTERVIEW HOW-TO: START

- introduce
 - self
 - reason for interview
 - agenda for interview
- begin by verifying name spelling
- polite, open body language

INTERVIEW HOW-TO: BEHAVE

- relax
- show concentration, interest, empathy
- listen actively
- show ignorance
- avoid arrogance



INTERVIEW HOW-TO: TAKE NOTES

- mark verbatim
- mark time codes
- see nuance
- gestures, expressions
- physical surroundings
- shifts in conversation



GREAT LAST QUESTIONS

Have I missed anything?

What did you think we'd talk about?

What do people need to know?

most importantly

SHUT UP

WHAT YOU CAN USE

- on the record
- not for attribution
- off the record



WHAT YOU CAN USE

- seek on the record at all times, except:
 - extremely important info
 - only way to get it
 - sure you won't use it

LAW & INTERVIEWING: CAN'TS

- change wording of direct quotation
 - ums, likes, ya knows
- act fraudulently to obtain quotes
- libel
- break off-the-record contract

ETHICS & INTERVIEWING: SHOULDN'TS

- record surreptitiously
- use quotes without credit
- pay for interviews
- sensationalize
- jeopardize source
- interview those unaware of consequences
- use foul language recklessly

J202: WEEK 5

STORYTELLING IN NEWS: FORMS, SOURCES & ETHICS

STRONG WRITING

- clarity
- concision
- flow
- active
- descriptive
- simple
- precise

NEWS IN 3 WORDS

- what is this story about?



MEDIUM STRENGTHS

text

NARRATIVE, COMPLEXITY, INVOLVEMENT

graphics

SIMPLIFY COMPLEXITY,
SHOW RELATIONSHIPS

photograph

DETAIL, FROZEN ACTION, EMOTION

audio

PUT IN SCENE, FIRST PERSON

slideshow

FROZEN, PERSONALIZE THROUGH AUDIO

video

MOTION, EMOTION, CHARACTER

social media

AMPLIFICATION, PERSONALITY,
BRAND, IMMEDIACY

SHORT-FORM STRUCTURES

- inverted pyramid
- straight lead
- emphasis on facts and information
- reverse chronologies
- logical sequence of information
- objective copy, subjective quotes

MOBILE ALERTS

- straight lead
- concise
 - 20 words
- time-stamped
- active verbs
- present tense
- prominence



BREAKING NEWS TEXT

- straight lead
- newest first
- sources
- attribution
- quotes
- transitions

The screenshot shows a news article layout. At the top, there are navigation tabs: 'Home', 'Crime and Courts', and 'Story'. Below these are links for 'Print' and 'Email'. The article title is 'San Jose: String of fires investigated as possible arson'. The author is 'By Mark Gomez' with the email 'mgomez@mercurynews.com'. The article is dated 'POSTED: 01/10/2014 06:02:36 AM PST' and 'UPDATED: 24 DAYS AGO'. The main text begins with 'SAN JOSE -- In a span of 48 hours, seven suspicious fires were started outside homes, businesses and a portable building on a church property along a stretch of San Antonio Street, raising concern that an arsonist is at work.' On the right, there is a section for 'RELATED STORIES' with a sub-header 'Jan 18:' and a bullet point 'San Jose arsons: An inside look at the investigative...'. On the left side of the article, there is a vertical sidebar with social media sharing options: a '23' count, a 'Tweet' button, a '6' count, a 'Like' button, a 'Share' button, a '0' count, a 'g+1' button, another '0' count, and an 'in Share' button.

Home Crime and Courts Story

Print Email

San Jose: String of fires investigated as possible arson

By Mark Gomez
mgomez@mercurynews.com

POSTED: 01/10/2014 06:02:36 AM PST | UPDATED: 24 DAYS AGO

SAN JOSE -- In a span of 48 hours, seven suspicious fires were started outside homes, businesses and a portable building on a church property along a stretch of San Antonio Street, raising concern that an arsonist is at work.

RELATED STORIES

Jan 18:

- San Jose arsons: An inside look at the investigative...

SIDEBAR TEXT

- related info
- straight or feature lead
- sources
- attribution
- quotes
- transition



The screenshot shows the CNN Health website. The top navigation bar includes links for SET EDITION: U.S., INTERNATIONAL, MÉXICO, and ARABIC, as well as TV: CNN, CNNI, CNN en Español, and HLN. The main navigation bar lists categories: Home, TV & Video, CNN Trends, U.S., World, Politics, Justice, Entertainment, Tech, and Health. Below the navigation bar is a promotional banner for Netflix, featuring posters for 'Playing for Keeps', 'Orange Is the New Black', 'The Avengers', and 'Derek', with a 'ONE MONTH FREE' offer. The main article is titled 'What is 4-methylcyclohexane methanol?' by Jacquie Wilson and Emily Smith, CNN, updated 2:56 PM EST, Wed January 15, 2014. The article text states: '(CNN) -- More than 100,000 people in central and southern West Virginia have been advised not to drink the water because it's possibly unsafe. A 48,000-gallon storage tank along the Elk River is leaking a chemical called 4-methylcyclohexane methanol. It's often confused with other similarly named chemicals that can potentially be lethal.'

ALTERNATIVE STORY FORMS

- digests of info
- highlights
- Q&A
- timeline
- graph
- how-to

WISCONSIN STATE JOURNAL: STATE OF CHAOS

Prelude Day 1 Day 2 Day 3 Day 4

Feb. 11, 2011

No negotiations

New Gov. Scott Walker was only a month into his term when he sought to fix a budget deficit by forcing increases in public workers' benefit costs and hobbling their labor unions — setting off a political firestorm. He announced the news on a Friday, and by Monday the first significant protests had begun. The state quickly became the epicenter of a national story line as other cash-strapped governors considered similar measures.

[Front page](#)

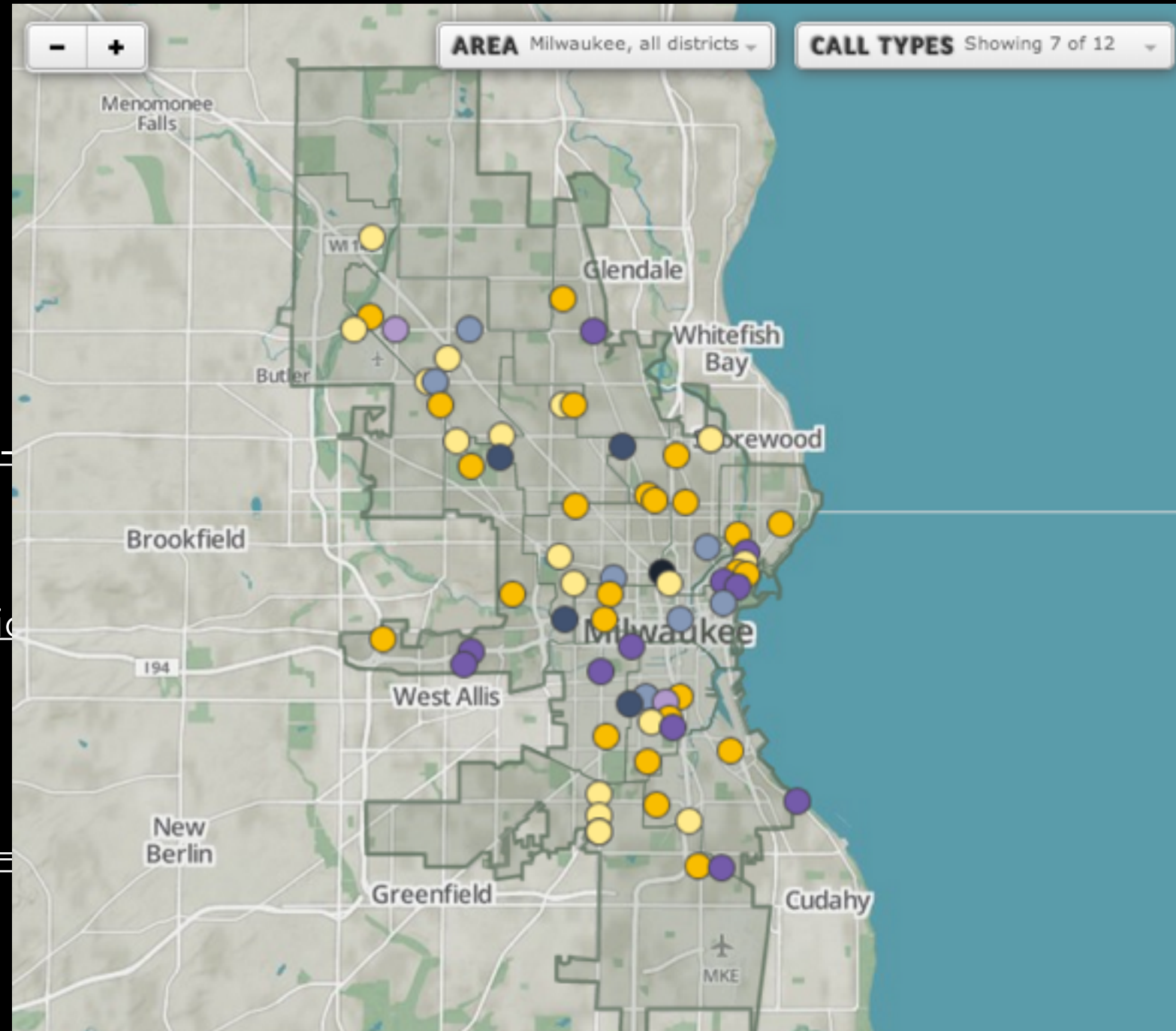
 [@MSpicuzzaWSJ](#)
Mary Spicuzza

Gov Walker says the National Guard is prepared to respond if needed in the wake of changes to collective bargaining proposed in Wisconsin.

11 Feb via Twitter for iPhone

INFOGRAPHICS

- visual representations
- quantitative/qualitative
- interactive
- http://www.nytimes.com/interactive/2016/02/13/us/how-long-does-it-take-to-confirm-a-supreme-court-nominee.html?action=click&pgtype=Homepage&clickSource=ts-item%202_of_4&module=span-abc-region®ion=span-abc-region&WT.nav=span-abc-region&r=




INTERPRETIVE TEXT

- feature lead
- opinion
- evidence
- attribution
- quotes as support
- quotability
- voice

The Opinion Pages | OP-ED COLUMNIST


Weed: Been There. Done That.

JAN. 2, 2014



David Brooks

EMAIL
FACEBOOK
TWITTER
SAVE
MORE



For a little while in my teenage years, my friends and I smoked marijuana. It was fun. I have some fond memories of us all being silly together. I think those moments of uninhibited frolic deepened our friendships.

But then we all sort of moved away from it. I don't remember any big group decision that we should give up weed. It just sort of petered out, and, before long, we were scarcely using it.

We didn't give it up for the obvious health reasons: that it is addictive in about one in six teenagers; that smoking and driving is a good way to get yourself killed; that young people who smoke go on to suffer I.Q. loss and perform worse on other cognitive tests.

I think we gave it up, first, because we each had had a few embarrassing incidents. Stoned people do stupid things (that's basically the point). I smoked one day during lunch and then had to give a presentation in English class. I stumbled through it, incapable of putting together simple phrases, feeling like a total loser. It is still one of those embarrassing memories that pop up unbidden at 4 in the morning.

We gave it up, second, I think, because one member of our clique became a full-on stoner. He may have been the smartest of us, but something sad happened to him as he sunk deeper into pothead life.

RADIO NEWS

- summary lead (cue-in)
- present tense
- less formal, more personal
- NATSOT v. SOT v. VO
- intro-bite-bridge-bite-end
- sources
- attribution

Pope in NYC

Boehner steps down

TV NEWS

- variety of leads
- present tense
- less formal, more personal
- sound
- tied to shots
 - wide/medium/tight
 - b-roll
- intro-bite-bridge-bite-end
- attribution



BLOG POSTS

- straight or feature lead
- present tense
- sources
- attribution
- conversational
- branded
- segmented
- links
- SEO



The screenshot shows a CNET News article. The header includes the CNET logo and navigation links: Reviews, News, Download, CNET TV, How To, and More. A banner for 'THE 54th GRAMMYS' is visible, dated Sunday Feb 12 8/7c on CBS. The article title is 'Police want backdoor to Web users' private data'. The byline is 'by Declan McCullagh | February 3, 2010 4:00 AM PST'. The article text discusses police wanting a backdoor to Web users' private data, mentioning a survey and a federal task force meeting. A 'Digg' button is visible on the right side of the article.

CNET News

THE 54th GRAMMYS
SUNDAY FEB 12 8/7c CBS

WE'RE CELEBRATING THE BIGGEST NIGHT
IN MUSIC. ONLINE.

CNET > News > Politics and Law

Police want backdoor to Web users' private data

by Declan McCullagh | February 3, 2010 4:00 AM PST

 Follow

Anyone with an e-mail account likely knows that police can peek inside it if they have a paper search warrant.

But cybercrime investigators are frustrated by the speed of traditional methods of faxing, mailing, or e-mailing companies these documents. They're pushing for the creation of a national Web interface linking police computers with those of Internet and e-mail providers so requests can be sent and received electronically.

CNET has reviewed a survey scheduled to be released at a federal task force meeting on Thursday, which says that law enforcement agencies are virtually unanimous in calling for such an interface to be created. Eighty-nine percent of police surveyed, it says, want to be able to "exchange legal process requests and responses to legal process" through an encrypted, police-only "nationwide computer network." (See [one excerpt](#) and [another](#).)

0
Digg ↑

LONG-FORM STRUCTURES

- narrative structure
- feature lead
- emphasis on meaning
- transitions of thought and language
- objective copy, subjective quotes

MAGAZINE FEATURE

- feature lead
- story as whole
- sources
- attribution
- quotes
- description
- transition
- wrap

Wonder Dog



Ashley Gilbertson/VII, for The New York Times

Wonder Dogs: 4 Paws for Ability, an agency in Xenia, Ohio, trains service dogs that will live with children who have disabilities.

By MELISSA FAY GREENE
Published: February 2, 2012

In May 1999, Donnie Kanter Winokur, 43, a writer and multimedia producer, and her husband, Rabbi Harvey Winokur, 49, beheld the son of their dreams, the child infertility denied them. Andrey, a pale dark-eyed 1-year-old in a cotton onesie, held in a standing position by a caregiver, appeared in a short videotape recorded in a Russian orphanage. If the couple liked the little boy, they could begin the legal process of adopting him. They liked the little boy very much.

RECOMMEND

TWITTER

LINKEDIN

COMMENTS
(328)

E-MAIL

PRINT

MULTIMEDIA

- text
- image
- audio
- video
- data
- interactivity



NEW FRONTIERS

- virtual reality
- immersive approaches



J202: WEEK 5

STORYTELLING IN NEWS: FORMS, SOURCES & ETHICS