

J202 MASS COMMUNICATION PRACTICES

**MEDIA WRITING &  
RESPONSIBILITY**

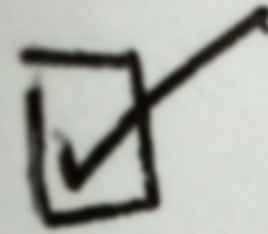
**LEADS & STRUCTURE**

WHAT MAKES  
SOMETHING A  
GOOD  
STORY?

The process of media writing is the same for an ad as for narrative journalism in *The New Yorker* or lead story in *The Washington Post*

# PROCESS OF MEDIA WRITING

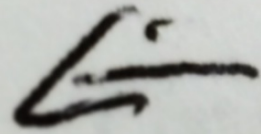
- Idea
- Information
- Focus
- Order
- Draft
- Revision



assailants to a level of acceptance that is anything in the history of the country.

"I can forgive you, but I won't," Millar told the group in a meeting. "I am still paralyzed on my right side, but I have healed from my wounds."

1997



For the last 13 years, Millar has been a member of the Center of the University of the South Florida Law School. Called the Justice Project, it is a program that helps people like Millar to meet with attorneys and

# WHAT WE'RE DOING HERE

- THINKING
- WRITING
- ADAPTING
- DEVELOPING SKILLS
- ESTABLISHING INTEGRITY

# WHAT MAKES A GOOD WRITER/COMMUNICATOR?

Understanding audience

Understanding goals

Curiosity

Humility

Critical thinking

## TELL ME A STORY

# Advice from former J202 students

We asked those of who've taken J202 before what advice they have for you as you get started. Here's what we heard:

by  stacylf9 a few seconds ago



**Chris Cesar**  
@Cesar\_Chris

 Follow

@uw\_sjmc it's not that bad

7:30 PM - 22 Jan 2017



**Brenna Koeneke**  
@brennakoeneke

 Follow

@stacylf9 be passionate! the more work you put in, the more you'll get out of the class. it'll help build your foundation as a journalist

7:38 PM - 22 Jan 2017



**Noa Rubnitz**  
@n\_rubs10

 Follow

<https://storify.com/stacylf9/advice-from-former-j202-students>





**Ashley Toy** Take it seriously, you'll learn things you'll use for the rest of your life and your classmates are the first of many jschool connections you'll value for the rest of your career!

Unlike · Reply · Message · 1 · January 20 at 3:53pm



**Katy Bartzan Culver** Go to office hours -- your TA, lead TA and Stacy. Sometimes students aren't used to how open and helpful 202 instructors are. Those who come in really get the most out of it.

Like · Reply · Message · 15 hrs



**Katy Bartzan Culver** Who else has something to add? [Katie Harbath](#) [Nick Penzenstadler](#) [Sammy Ganz Pepper](#) [Zack Zaban](#) [Meagan Doll](#)? Others?

Like · Reply · Message · 1 · 15 hrs



**Katie Harbath** ✓ Agree with Ashley to take it seriously, but I'd also say don't just count on class to get you the skills you need. Also make sure to get out there and do some actual reporting for the Herald, Cardinal, WSUM or whatever you can find.

Also, read as much about current events as you can. This is a fascinating time we are living in when it comes to the media.

Unlike · Reply · Message · 1 · 15 hrs



**Katie Harbath** ✓ Oh, and don't just learn AP style. Memorize it, learn to love it. Will just make your life easier. 😊

Unlike · Reply · Message · 1 · 15 hrs



**Zack Zaban** Excel is the holy scripture - if you don't learn how to use numbers and data to tell your story, regardless of the track you take within the J School, you're not going to succeed in the long run (probably a little blunt, but I loooooove me some graphs)

Like · Reply · Message · 2 · 15 hrs



**Nick Penzenstadler** You'll get out what you put it. This class separates the wheat from the chaff. It's also not too dissimilar from a real job with deadlines and consequences for being wrong.

Unlike · Reply · Message · 2 · 15 hrs



**Sammy Ganz Pepper** Congrats new J-Schoolers! Your AP Style Guide is your best friend, don't leave home without it. Make friends with your lab - you'll be spending a lot of time together, enjoy it 😊 Keep track somewhere (a journal, a google doc, etc.) of all the types of assignments you're doing and what you're really drawn to (or not). It will be invaluable when you think about internships and your "personal brand."

Like · Reply · Message · 1 · 15 hrs



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Like · Reply · Message · 1 · 15 hrs



**Meagan Doll** Definitely take it seriously. It's class, but J202 is SO important for fundamentals. It's a lot of work, but very worth it. Learn as much as you can.

Unlike · Reply · Message · 1 · 15 hrs



**Katy Bartzan Culver** Love you people. Tagging some more to share the love. (The funny part is I'm not even teaching 202 this semester. The love runs deep ...) What say ye [Clare Milliken](#) [Mel Merrie](#) [Daniel Rose](#) [Lindsay Renick](#) [Mayer Becky](#) [Vevea](#) [Caleigh Robertson](#) [Kate Hogan](#) [Berger](#) [John Soper](#)? What helped you succeed in J202?

Like · Reply · Message · 15 hrs



**Caleigh Robertson** Familiarize yourself with data. Go to Office Hours. Keep tabs on stories from a variety of sources, not just your preferred sources or outlets. Don't be afraid to ask questions, and be open to hearing others' feedback, even if you don't like it.

Like · Reply · Message · 1 · 15 hrs



**George Hesselberg** RTFP

Like · Reply · Message · 15 hrs



**Jennifer Miller** Do your research!

Like · Reply · Message · 15 hrs



**Mark Mederson** Natural sound. Too little?

Unlike · Reply · Message · 3 · 14 hrs



Write a reply...



**Kate Hogan Berger** Have fun! Read the news like it's your job. Soak up everything you learn because the skills you gain in this class will definitely come in handy in the working world.

Like · Reply · Message · 13 hrs · Edited



# QUIZZES

During our next eight lecture weeks

- Readings
- AP style, grammar, usage
- Current events

CHECK THE #J202 HASHTAG FOR NEWS

## **Non-subscribers of Online/ Mobile New York Times**



- 10 free articles per calendar month
- individual archives priced at \$3.95

# Subscribers of Online/ Mobile New York Times



- unlimited access to all articles online and on app
- free usage of all apps
- 100 free archives per calendar month

# Pricing



## Student discount:

- valid .edu email address
- first 4 weeks **FREE**
- \$1 per week after the free trial is up

# One month is as much as..



A Big Mac



A small frappuccino



One piece of Ian's



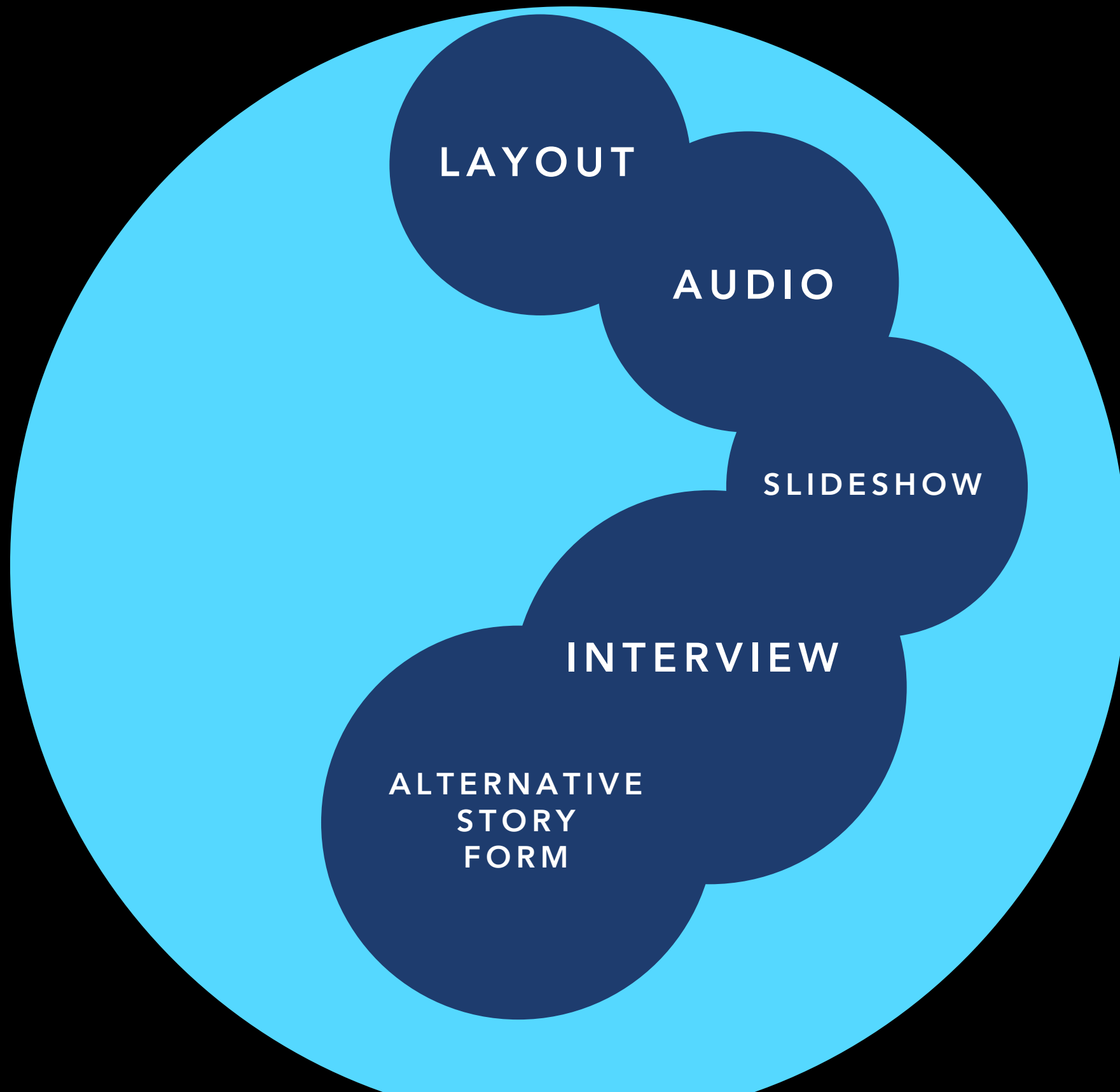
[nytimes.com/college36](https://www.nytimes.com/college36)

# EXTRA CREDIT

- Attend professional practice events
- Participate in research studies

- What two things surprised you most about the syllabus?
- What three questions do you have about J202?
- What's one thing that's confusing you about J202 right now?
- What's one thing that's making you nervous about J202 right now?

# INDIVIDUAL STORY (OR IS)



Pitch: 0%

Alternative stories (2): 10%

Interview: 10%

Magazine layout: 10%

Audio story: 10%

Draft: 10%

Audio slideshow: 10%

Final story: 20%

Final website: 20%



# UP OFF THE CANVAS

Boxing returns to the University of Wisconsin-Madison

[HOME](#) / [HISTORY](#) / [BOXING IS BORN](#) / [THE FIGHT](#) / [PEEK AT PRACTICE](#) / [SPARRING SAFETY](#) / [ABOUT THE AUTHOR](#)

## Home

This site is dedicated to information about boxing at the **University of Wisconsin-Madison**, especially focusing on the ways in which its historical significance interacts with today's club sport on campus.



Need help navigating?

SEARCH

PHOTOS BY MEAGAN DOLL

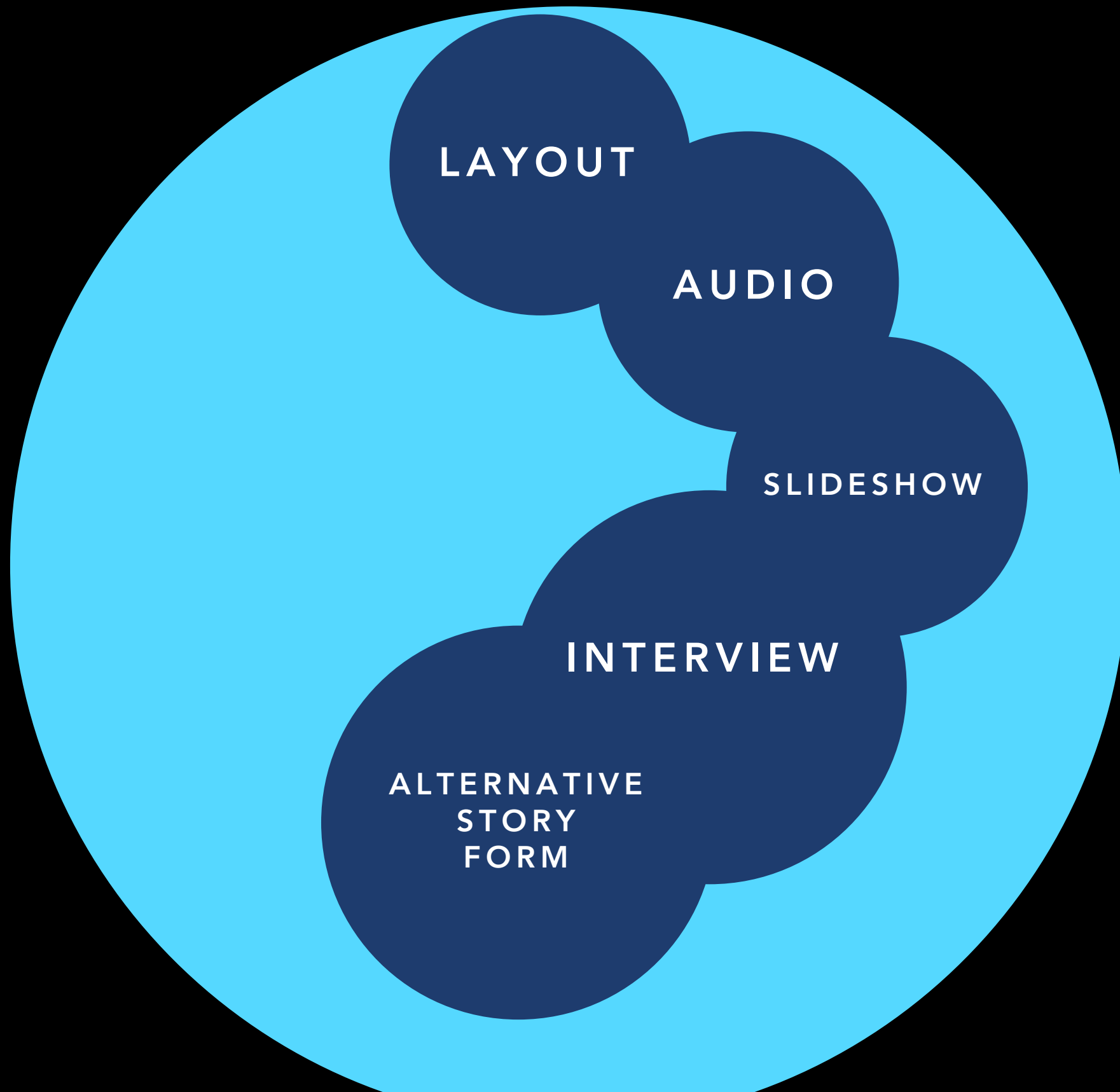


Follow

<https://uwmadisonboxing.wordpress.com/the-fight/>



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# FIND STORY IDEAS

University website — [wisc.edu](http://wisc.edu)

UW-Madison press releases — [news.wisc.edu](http://news.wisc.edu)

Campus event calendars — [today.wisc.edu](http://today.wisc.edu)

Experts guide — [experts.news.wisc.edu](http://experts.news.wisc.edu)

Talk to people!

**PITCHES ARE DUE BY THE START OF  
WEEK 3 LECTURE ON MONDAY, SEPT 18**

# WHAT MEDIA WRITERS DO

## News

Short form

Long form

Video

Audio

Images

Interactive

Social

## Strategic communication

Strategy

Print ads

Radio and TV ads

Interactive

Campaigns

Relationships

Crisis communication

# NEWS VALUES

What is newsworthy?

**Timeliness** — people drawn to what's new

**Impact** — who is affected?

**Conflict** — it's inherently interesting

**Novelty** — quirkiness draws attention

**Proximity** — people care about what's local

**Prominence** — well-known people are newsworthy

**Human interest, humor, suspense**

# Police: 'Operation Kitty Rescue' successful

## Bane is healthy, up for adoption

Published On: Sep 03 2013 03:58:13 PM CDT | Updated On: Sep 03 2013 04:17:22 PM CDT

[A A A](#) Print Email Recommend 145 Send +1 0 Tweet 7 Pin it

MADISON, Wis. - Madison police and engineering staff worked together over three days to rescue a kitten from a sewer drain on the west side, according to a release.

Police first responded Aug. 17 at 1 a.m. on North High Point Road to try and help the kitten, according to the release.

The team left a blanket hanging into the drain hoping the kitten would dig in her claws and climb up, officials said.

When the kitten didn't climb out of the drain service workers from Madison and Dane County tried placing different types of live traps into the drain, according to the release.

An off-duty officer returned with his family on the third day of "Operation Kitty Rescue" and scooped her out of the drain with a net, board and gloves, officials said.

The officer's daughter picked the name "Bane" after the Batman character who lives in the sewers, according to the release.

Bane was taken to the Dane County Humane Society. She is healthy and up for adoption.

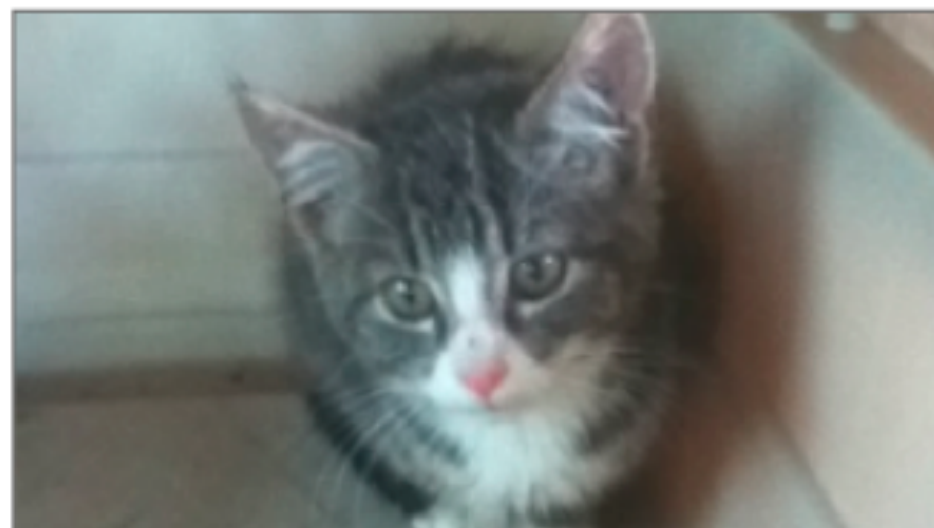


Photo courtesy Madison Police Department

### Related Content

[UW System leader: Successor faces tough...](#)

[New campus farmers market to start...](#)

[Body found in Warner Park lagoon](#)

[Subway restaurant reopens after deadly...](#)

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# OTHER FACTORS

- sources
- credibility
- accountability
- visibility
- deadlines
- subject vs. theme



M M/Flickr Creative Commons

**PRESERVING YOUR INTEGRITY**  
**MEDIA MINEFIELDS**

how  
explosive  
is it?

# TAKING WORDING

## STATE DNR ON DEVIL'S LAKE STATE PARK

There are 29 miles of trails in the park, ranging from easy strolls along a paved pathway along the lakeshore, to a rocky hiking ascent up the south face of the East Bluff.

## I WRITE

Trails in Devil's Lake range from easy strolls along a paved pathway along the lakeshore, to a rocky hiking ascent up the south face of the East Bluff.

# kaboom!

EVEN THOUGH THIS IS FROM A GOVERNMENT SOURCE,  
YOU STILL PLAGIARIZE IF YOU COPY DIRECT WORDING.

INTEGRITY TIP: PARAPHRASE



# WHAT IF I WRITE THIS?

Hikers at Devil's Lake State Park have access to 29 miles of trails showcasing the scenic views of the lake and surrounding area, but with different degrees of difficulty and length.

# TAKING NOTES

I take notes on my laptop, but forget to put secondary material in quotes and end up using them as if they're my own.

# blam!

YOU'RE IN TROUBLE. IT DOESN'T MATTER HOW YOU  
CAME TO PLAGIARIZE. YOU JUST DID IT.

INTEGRITY TIP: WHENEVER YOU COPY AND PASTE,  
HIGHLIGHT THAT TEXT IN A DIFFERENT COLOR IN  
YOUR NOTES. THEN GOOGLE SOME PHRASES FROM  
YOUR STORY BEFORE PUBLISHING.

# SECONDARY SOURCES

I READ:

“Hamilton: An American Musical” tells the story of Alexander Hamilton, one of America’s Founding Fathers and the first Secretary of the Treasury.

I WRITE:

Alexander Hamilton was the first Secretary of the Treasury.

# safe!

FACTS THAT ARE GENERALLY KNOWN ACROSS  
SOURCES DO NOT NEED TO BE ATTRIBUTED.

INTEGRITY TIP: WHEN IN DOUBT, ATTRIBUTE.

# GUIDANCE

I want to be sure I'm using the right format for an executive summary, so I borrow the structure from a friend who's taken J202



# safe!

LOOKING TO GOOD WRITERS FOR INSPIRATION ON  
STRUCTURE AND STYLE IS A GREAT IDEA.

INTEGRITY TIP: FOLLOW THE FORM BUT DON'T PARROT  
ANYONE EXACTLY. DEVELOP YOUR OWN SKILLS.

# 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 story: "Maybe there would be fewer stolen cars if the state provided tax credits to drivers who buy alarms for their vehicles."

# tick, tick . . .

THIS BOMB ISN'T EXPLODING YET BUT IT COULD. THIS DOESN'T SEEM LIKE A PARTICULARLY ORIGINAL THOUGHT, BUT IF THE OTHER AUTHOR IS THE FIRST OR ONLY ONE TO HAVE IT, YOU SHOULD CREDIT HER.

INTEGRITY TIP: USE HYPERLINKS TO CREDIT OTHER PEOPLE'S ORIGINAL IDEAS BY POINTING YOUR AUDIENCE TO THEM


WHAT IS THE MOST  
IMPORTANT THING  
YOU'VE HEARD SO  
FAR TODAY?

# LEADS

Your writing and storytelling cannot engage without the hook to make readers/viewers/consumers want to keep going

# INVERTED PYRAMID

- most-important info first
- importance descends
- simple, concise words
- active verbs
- short sentences, paragraphs
- common in: hard news, breaking broadcast, press releases, newsletter stories, executive summaries



START WITH WHAT'S  
MOST IMPORTANT  
**AND**  
PUT THE NEWEST  
THING FIRST



**WHO? WHAT?**

**WHEN? WHERE?**

**WHY? HOW?**

Have these questions in your heads  
when you sit down to write your leads

How would you tell  
the story to your friend?

“If you can't explain something simply,  
you don't understand it well enough.”

— ALBERT EINSTEIN



KISS

KEEP IT SIMPLE STUDENTS

# OTHER RULES

- For print, keep it to about 30 words
- For broadcast, keep it to 20 syllables
- Don't give all the specifics

Ready or not, Florida found itself face to face with Hurricane Irma's galloping winds and rains on Sunday, as evacuees and holdouts alike marked uneasy time in homes and shelters from the Keys to the Panhandle, tap-tapping their nearly dead cellphones for news they were frantic to hear but helpless to change. — *New York Times*



Traveling up the Florida coast. Fort Myers residents describe Irma's galloping wind today.

— NPR

**WHO?**  
**WHEN?**  
**WHY?**

**WHAT?**  
**WHERE?**  
**HOW?**

In a bold and unexpected move that underscores its role as a leader in social innovation, TOMS today launched the TOMS Marketplace, a new online retail destination hosted on TOMS.com that features a curated collection of 200 socially conscious products from 30 different companies.

— Toms Shoes

**WHO?**

**WHEN?**

**WHY?**

**WHAT?**

**WHERE?**

**HOW?**

# WHERE TO START

1. Gather your facts
2. Consider your audience, goals
3. Break it down by the 5Ws & H

**WHO?**

**WHAT?**

**WHEN?**

**WHERE?**

**WHY?**

**HOW?**

# WHERE TO START

4. Decide what's most important

*Is it prominence? Timeliness? Proximity?*

**HOW WOULD YOU  
WRITE THE LEAD?**

# WHERE TO START

5. Revise and recast

IS IT CLEAR? IS IT ACTIVE?

IS IT COMPELLING?

IS IT CONCISE?

# U.S. ATTACKED

## HIJACKED JETS DESTROY TWIN TOWERS AND HIT PENTAGON IN DAY OF TERROR

### A CREEPING HORROR

Buildings Burn and Fall  
as Onlookers Search  
for Elusive Safety

By N. R. KLEINFELD

It kept getting worse. The horror arrived in episodic bursts of chilling disbelief, signified first by trembling floors, sharp eruptions, cracked windows. There was the actual unfathomable realization of a gaping, flaming hole in first one of the tall towers, and then the same thing all over again in its twin. There was the merciless sight of bodies helplessly tumbling out, some of them in flames.

Finally, the mighty towers themselves were reduced to nothing. Dense plumes of smoke raced through the downtown avenues, coursing between the buildings, shaped like tornadoes on their sides.

Every sound was cause for alarm. A plane appeared overhead. Was another one coming? No, it was a fighter jet. But was it friend or enemy? People scrambled for their lives, but they didn't know where to go. Should they go north, south, east, west? Stay outside, go indoors? People hid be-



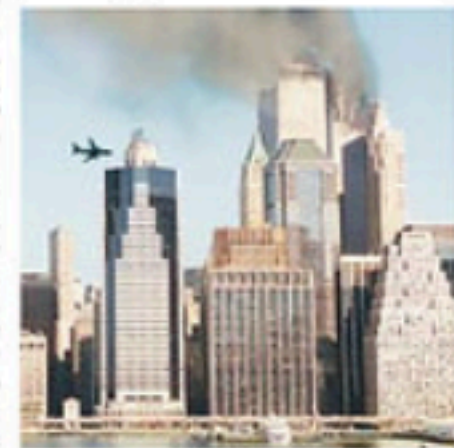
### President Vows to Exact Punishment for 'Evil'

By SERGE SCHMEMMANN

Hijackers rammed jetliners into each of New York's World Trade Center towers yesterday, toppling both in a hellish storm of ash, glass, smoke and leaping victims, while a third jetliner crashed into the Pentagon in Virginia. There was no official count, but President Bush said thousands had perished, and in the immediate aftermath the calamity was already being ranked the worst and most audacious terror attack in American history.

The attacks seemed carefully coordinated. The hijacked planes were all en route to California, and therefore gorged with fuel, and their departures were spaced within an hour and 40 minutes. The first, American Airlines Flight 11, a Boeing 767 out of Boston for Los Angeles, crashed into the north tower at 8:45 a.m. Eighteen minutes later, United Airlines Flight 175, also headed from Boston to Los Angeles, plowed into the south tower.

Then an American Airlines Boeing 757, Flight 77, left Washington's Dulles International Airport bound for Los Angeles, but instead hit the western part of the Pentagon, the military headquarters where 24,000 people work, at 9:40 a.m. Finally, United Airlines Flight 93, a Boeing 757 fly-



Kelly Gammeter for The New York Times

United Airlines Flight 175



# NARRATIVE – FEATURE LEADS

- most intriguing info first
- thread throughout
- ending to “wrap”
- simple, concise words
- active verbs
- varied sentence, paragraph length
- common in: features, broadcast packages, speeches, direct mail

START WITH  
WHAT'S  
MOST  
INTRIGUING  
AND  
WEAVE A  
THREAD  
THROUGH THE  
STORY AS A  
WHOLE

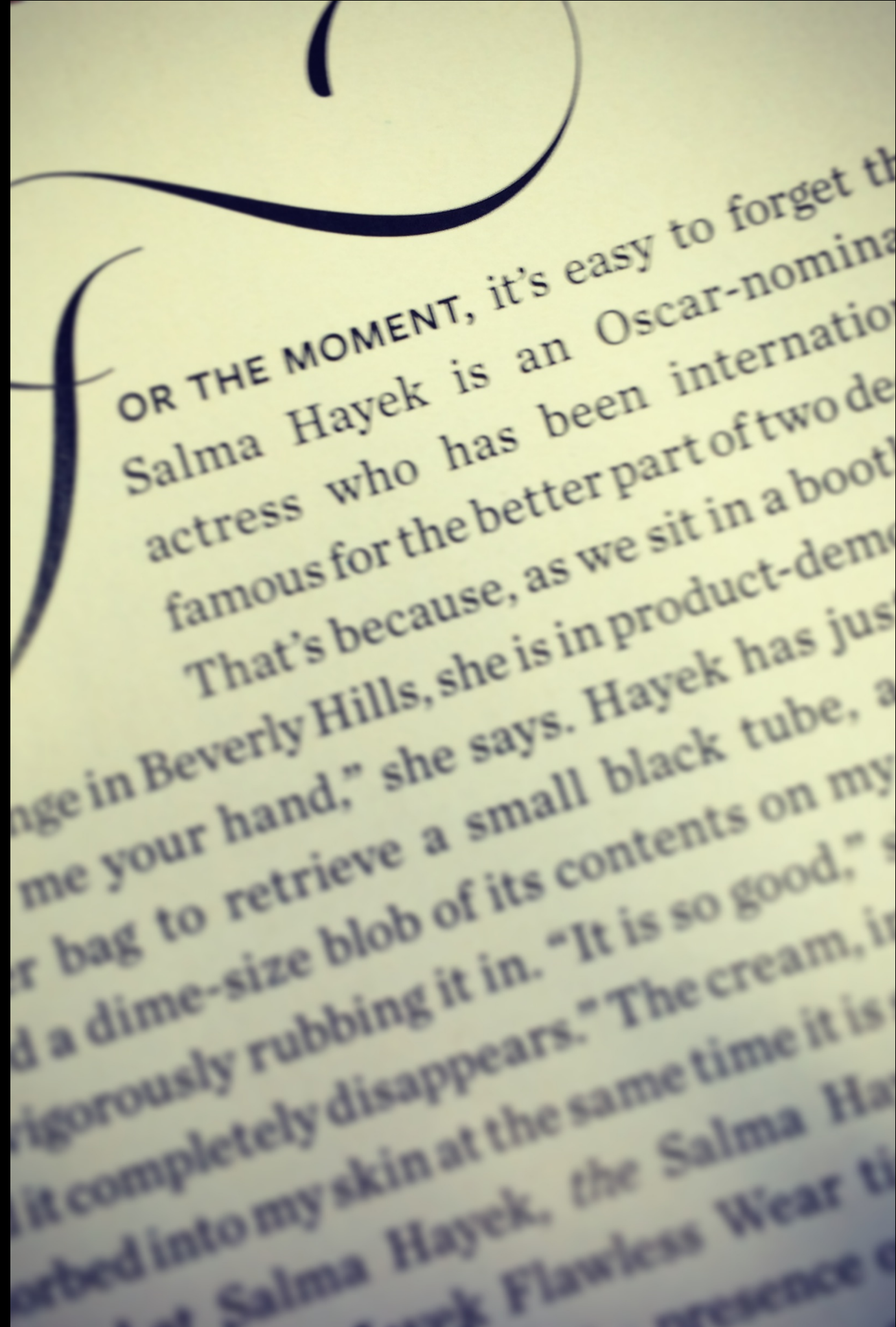
# FEATURE LEADS REQUIRE A DIFFERENT APPROACH

**Emblem lead:** Have an example or person stand in for theme

**Anecdotal lead:** Observe and offer a description of a slice of what's happening there

**Scene-setter lead:** Describe the scene

**Contrast:** Show how two things are different



1. Monday. I am asked to interview Michael Keaton. They tell me he lives in Montana.
2. I tell my brother, who texts back: *220, 221, whtvr it takes.*
3. A call from my editor: "They said maybe you should go pheasant hunting. He's making a movie called *Birdman*. Stay tuned. It might be soon."
4. Tuesday. Editor receives the following e-mail from Keaton's publicist, forwards it to me:

ADVERTISEMENT

CONTINUE  
READING  
BELOW

*Hi can you call me.*

*Let's get Tom to Montana to meet with MK by Friday latest.*

*Michael says to put him at the [redacted] Hotel because it's a better place for them to do things, and MK will have to go into town at some point during Tom's visit to do things he has to do. They are also going to have dinner there too.*

*Do not stay in [redacted], MK now says. Ideally if Tom could leave tomorrow and see MK on Thursday that would be great but we know that's not optimal on the travel itinerary. But if Tom can land in Montana on Thursday he can see MK on Friday and*

## FROM ROLLING STONE

Day 68. That's all the sign says on the wall of the Starfish Restaurant in Grand Isle, Louisiana. Everyone knows what it means: 68 days since the blowout, 68 days of oil gushing out at the rate of 30,000, 40,000, 60,000 barrels a day. Who knows for sure? Nobody trusts BP's numbers. When it comes to the spill, Grand Isle is ground zero. Everyone here has seen the live pictures of the gushing wellhead, the hellish brown geyser a mile deep out in the Gulf. They have smelled the oil, touched it, walked in it, and they know more is out there, coming in with a shift of the wind and tides, killing the shrimp, coating the birds, scaring away tourists. The days tick by, the oil keeps coming. Day 68. On the Louisiana coast, the Deepwater Horizon blowout was the environmental equivalent of September 11th, an event so significant that it rearranges time itself.



# WHAT NOT TO DO

Don't start with a question

Don't start with a quote

Don't forget to say **WHAT** happened



The Wisconsin Supreme Court heard testimony Tuesday in a case about public access to privately owned beachfront property in Wisconsin.

**WHAT DOES THAT TELL ME?**

**NOT MUCH**

The Wisconsin Supreme Court Tuesday heard testimony in a case that could mean privately owned beachfront property would have to be opened for public access.