

J202 MASS COMMUNICATION PRACTICES

WEEK 3: UNIVERSAL PRINCIPLES  
OF WRITING

QUIZ TIME!

YOU HAVE

NINE MIN.

USE AUDIO  
RECORDER  
FOR ALL  
INTERVIEWS

MAKE TIME  
FOR THE  
SAVVY  
CITIZEN  
QUIZ

WHAT WERE  
THE BEST (OR  
WORST) LEADS  
YOU SAW LAST  
WEEK?

MY

EXAMPLE

The Trump administration escalated its rhetoric against North Korea on Sunday, warning that time is running out for a peaceful solution between Kim Jong Un's regime and the United States and its allies.

WHAT ARE THE FUNCTIONS  
OF JOURNALISM?

WHAT ARE THE FUNCTIONS  
OF MARKETING?

Enter your thoughts here:

[go.wisc.edu/j202journalismvsmarketing](https://go.wisc.edu/j202journalismvsmarketing)



**DIFFERING GOALS**

**INFORM**

**PERSUADE**

# THEN THERE'S EVERYTHING IN BETWEEN

- Columns
- Bloggers
- Public intellectuals
- Editorials
- Media kits

WHAT DO THEY HAVE IN COMMON?

GREAT MEDIA  
WRITING

STARTS WITH  
CRITICAL THINKING

WHAT DO

WE KNOW?

HOW DO  
WE  
KNOW IT?

WHAT DO  
WE NEED  
TO KNOW?

IS THERE  
ANOTHER  
WAY TO  
LOOK AT  
THIS?

# MADONNA IS UNDER INVESTIGATION BY THE SECRET SERVICE FOR COMMENTS SHE MADE AT THE WOMEN'S MARCH

- **What do we know?**
- **How do we know it?**
- **What do we need to know?**
- **Is there another way to look at this?**



**SPEND FIVE MINUTES WORKING IN YOUR POD**

- **CAN WE FIGURE OUT WHERE THIS INFORMATION IS COMING FROM? WHAT HAS THE SECRET SERVICE SAID?**

# Madonna's 'blowing up the White House' remark

By Marisa Schultz and Jamie Schram

January 22, 2017 | 2:59pm



Madonna performs during the Women's March on Washington

Getty Images

## MORE ON: MADONNA

Jackie Mason: Madonna is a 'deranged yenta'

Madonna should be arrested for White House remark, says Gingrich

Madonna refutes adoption claims

Madonna defends her

WASHINGTON – Madonna's rally speech to the Women's March this weekend about "blowing up the White House" has gotten the attention of federal law enforcement — as the Material Girl insisted Sunday she meant no harm.

The US Secret Service, which is in charge of protecting President Trump and his family, is aware of the comments and is investigating, according to the Gateway Pundit.

The "Like a virgin" singer was one of hundreds and thousands of marchers gathered in Washington Saturday: "Yes, I'm angry. Yes, I am outraged. Yes, I

slam Trump at SAG Awards

Lily Tomlin says SAG honor came 'just in the nick of time'

Mahershala Ali talks conversion to Islam during acceptance speech

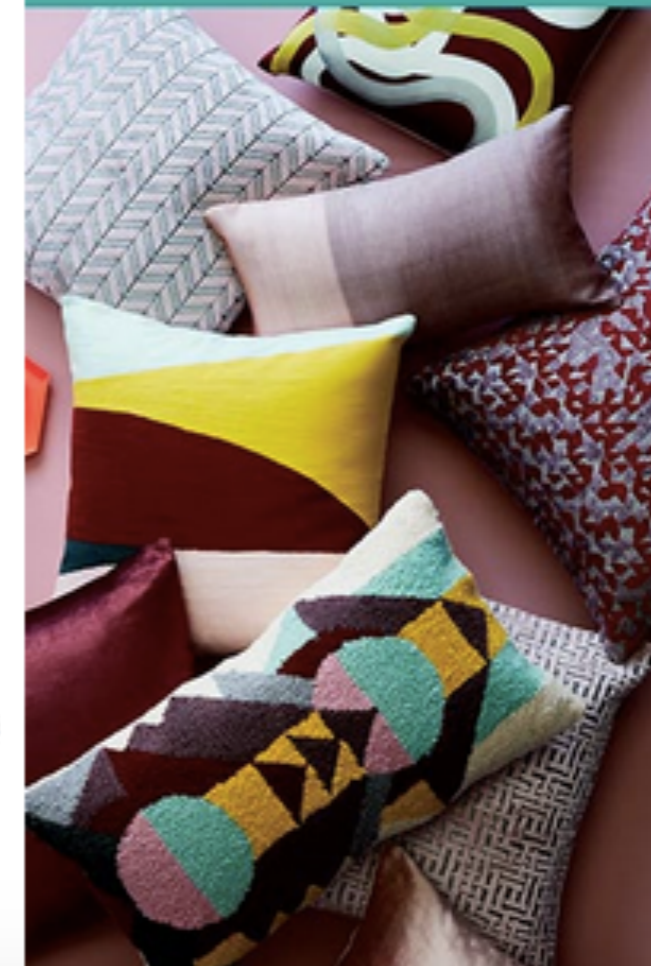
Mary Tyler Moore laid to rest in Connecticut

Julia Louis-Dreyfus: 'Immigrant ban is un-American'

NBC wants to be 'the next Fox News,' insiders say

SEE ALL >

west elm



# Secret Service Addresses The Gateway Pundit Report on Madonna; Does Not Deny Investigation

Kristinn Taylor Jan 24th, 2017 3:11 pm — 78 Comments

In a TGP follow-up query to the Secret Service on Tuesday, the agency *did not deny* a report by The Gateway Pundit published Saturday that the presidential protective agency would be launching an investigation into a statement by aging pop star Madonna that she has “thought an awful lot about blowing up the White House.”



An agent, who did not give their name, answered the Public Affairs phone number listed at the Secret Service website and told The Gateway Pundit on Tuesday that the agency is “aware” of Madonna’s statement but that “the Secret Service does not discuss matters of protective intelligence”, adding they were “not sure where you had gotten your information.”

In contrast, on Saturday afternoon a phone call by The Gateway Pundit to the same number received a different response. The agent who answered the phone said the agency was “aware” of Madonna’s statement and then transferred the call to an agent who also said the agency was “aware” of Madonna’s statement and then discussed the matter, saying an investigation would be opened but that the decision on whether to prosecute would rest with the U.S. Attorney’s office.

WHERE YOU'RE  
GETTING YOUR  
INFORMATION  
IS IMPORTANT

SPEND FIVE MINUTES WORKING IN YOUR POD

WHAT DO YOU THINK ABOUT THE  
RELIABILITY OF THE  
INFORMATION IN THESE TWO  
EXAMPLES?

PHILADELPHIA — Republican lawmakers aired sharp concerns about their party's quick push to repeal the [Affordable Care Act](#) inside a closed-door meeting Thursday, according to a recording of the session obtained by The Washington Post.

The recording reveals a GOP that appears to be filled with doubts about how to make good on a long-standing promise to get rid of Obamacare without explicit guidance from President Trump or his administration.

Senators and House members expressed a range of concerns about the task ahead: how to prepare a replacement plan that can be ready to launch at the time of repeal; how to avoid deep damage to the health insurance market; how to keep premiums affordable for middle-class families; even how to avoid the political consequences of defunding Planned Parenthood, the women's health-care organization, as many Republicans hope to do with the repeal of the ACA.

“We’d better be sure that we’re prepared to live with the market we’ve created” with repeal, said Rep. Tom McClintock (R-Calif.). “That’s going to be called Trumpcare. Republicans will own that lock, stock and barrel, and we’ll be judged in the election less than two years away.”

Recordings of closed sessions at the Republican policy retreat in Philadelphia this week were sent late Thursday to The Washington Post and several other news outlets from an anonymous email address. The remarks of all lawmakers quoted in this story were confirmed by their offices or by the lawmakers themselves.

# Objectives & KPIs

At the time of briefing, our objectives were straightforward: 1) drive sales/usage and 2) become part of cultural conversation among teens. These evolved as the program began to take shape, more specifically:

- **Objective 1: Turn around brand declines by growing total brand sales velocities by 5%** (brand was down 11% YTD<sup>3</sup>) *(as measured by Nielsen sales data)*
- **Objective 2: Improve 5 Gum usage, specifically among households with 12-17-year olds by +1 point** *(As measured by Nielsen weekly household purchase behavior)*
- **Objective 3: Generate 2X brand engagement** (shares, comments, likes, content creation on behalf of the brand) **among teens on social media** *(as measured by Radian 6 social listening tool)*

GETTING  
PAST THE  
LEAD



# MAKE A FOCUS STATEMENT

- **What is the most interesting part of this story?**
- **What surprised me?**
- **What did I learn that I didn't know before?**
- **What will viewers want to know?**
- **What do I want viewers to remember and feel?**
- **What comes next?**

UNDERSTAND YOUR  
STORY WELL  
ENOUGH TO TELL IT  
IN THREE WORDS

WHO DID WHAT?



GO BACK TO THE  
NEWS/COMMUNICATION  
VALUES WE TALKED ABOUT  
LAST WEEK

Timeliness

Proximity

Prominence

Conflict

Novelty

Impact

Human interest/

humor

# MOTIVATORS

Money

Family

Community

Health

Safety

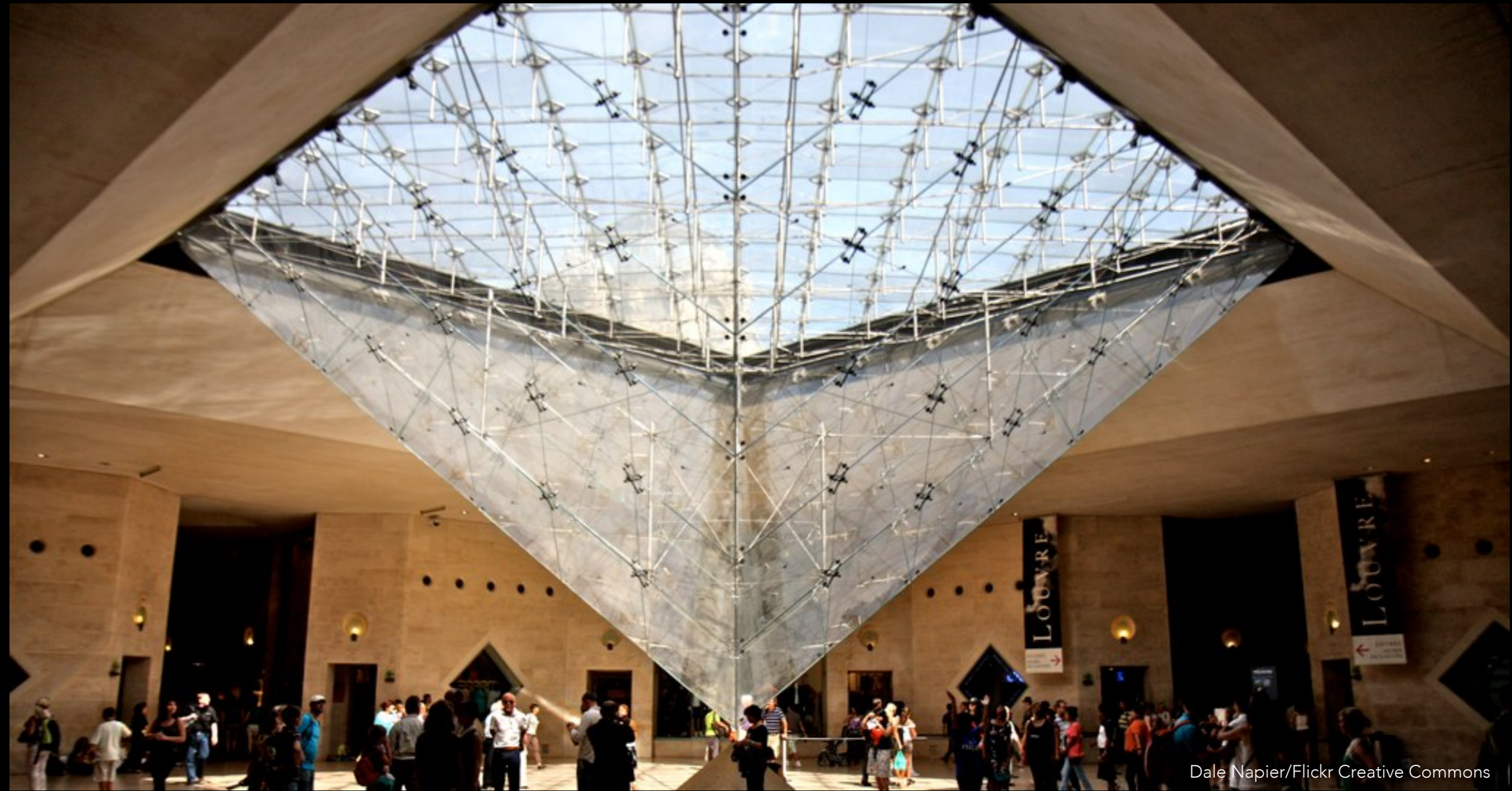
Professional

Gain

# STEPS TO WRITING A LEAD

1. Consider your audience & goals
2. Take stock of what you know  
(answer 5W&H)
3. Decide what's most important
4. Write your lead
5. Revise, recast, rewrite

# INVERTED PYRAMID



# INVERTED PYRAMID

START WITH WHAT'S  
MOST IMPORTANT

**AND**

START WITH  
THE NEWEST  
THING FIRST



**LEAD**

who what when where why how?

**MORE DETAIL**

**MORE DETAIL**

**MORE  
DETAIL**

**MORE  
DETAIL**

**EASY FOR  
READERS  
TO CONSUME**

**DON'T TRY  
TO WRAP IT  
UP WITH A  
CONCLUSION**

# HOW TO WRITE

Short sentences

Short paragraphs

Banish wordiness

KISS

There's something funny about this year's University of Wisconsin–Madison spring commencement speaker.

Steven Levitan, co-creator and executive producer of the ABC hit comedy “Modern Family” and a UW–Madison alum, will deliver the keynote at the May 13 ceremony at Camp Randall Stadium.

Levitan is an Emmy Award-winning producer who has been making television comedies for more than 20 years. A Chicago native, Levitan's honors include nine Emmy Awards for writing, producing and directing, five Writers Guild Awards, two Humanitas Prizes, a Peabody Award, five Producers Guild Awards, a Comedy Writer of the Year Award, four AFI awards, two Television Critics Awards and a Directors Guild of America nomination.

He credits UW–Madison with helping him learn the skills and work ethic needed to succeed in Hollywood, and he says the many opportunities on campus helped him home in on the interests that would eventually become his career.

"We are thrilled to have Steven as our keynote speaker," Chancellor Rebecca Blank said. "He has had a very successful



## FICTIONAL, OF COURSE

Campus is closed today, Monday, Sept. 17.

Non-essential employees are encouraged to stay home to let snow-clearing crews work.

Facilities crews will work throughout the day to keep clearing snow and ice.

All activities on campus are suspended until further notice.

Provost Sarah Manglesdorf has said the university is considering adding days of instruction to spring break or the end of the semester to make up for the lost time in the classroom.

Professor Helen Jenkins is going to hold classes via Google Hangout so students don't miss out on a day of instruction.

Student Don Smith is on Twitter saying that Bascom Hill is an ice rink and it will take more than two days to get the snow and ice off so students can go up and down safely.

Students are organizing a snowball fight on Bascom Hill — ice or no ice — for 2 p.m.

**OBJECTIVE COPY**

**use only straight-up facts**

**SUBJECTIVE SOUND**

**use to introduce opinion**

# WHAT GOES IN QUOTES

Emotion

Opinion

Interpretation



# HERE ARE A FEW STYLE POINTS TO REMEMBER

"When you're writing a news story, you should follow the structure for quotes," said Mike Wagner, a professor of journalism and mass communication at UW-Madison.

"There's a formula that works for readability."

"We know that people comprehend better when it's written this way," Wagner said.

"I love knowing that people comprehend better when it's written this way," Wagner said in a statement.

# FOCUS ON STRONG WRITING

Clarity in construction and word choice

Load writing with active voice

Think about flow of information

# 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

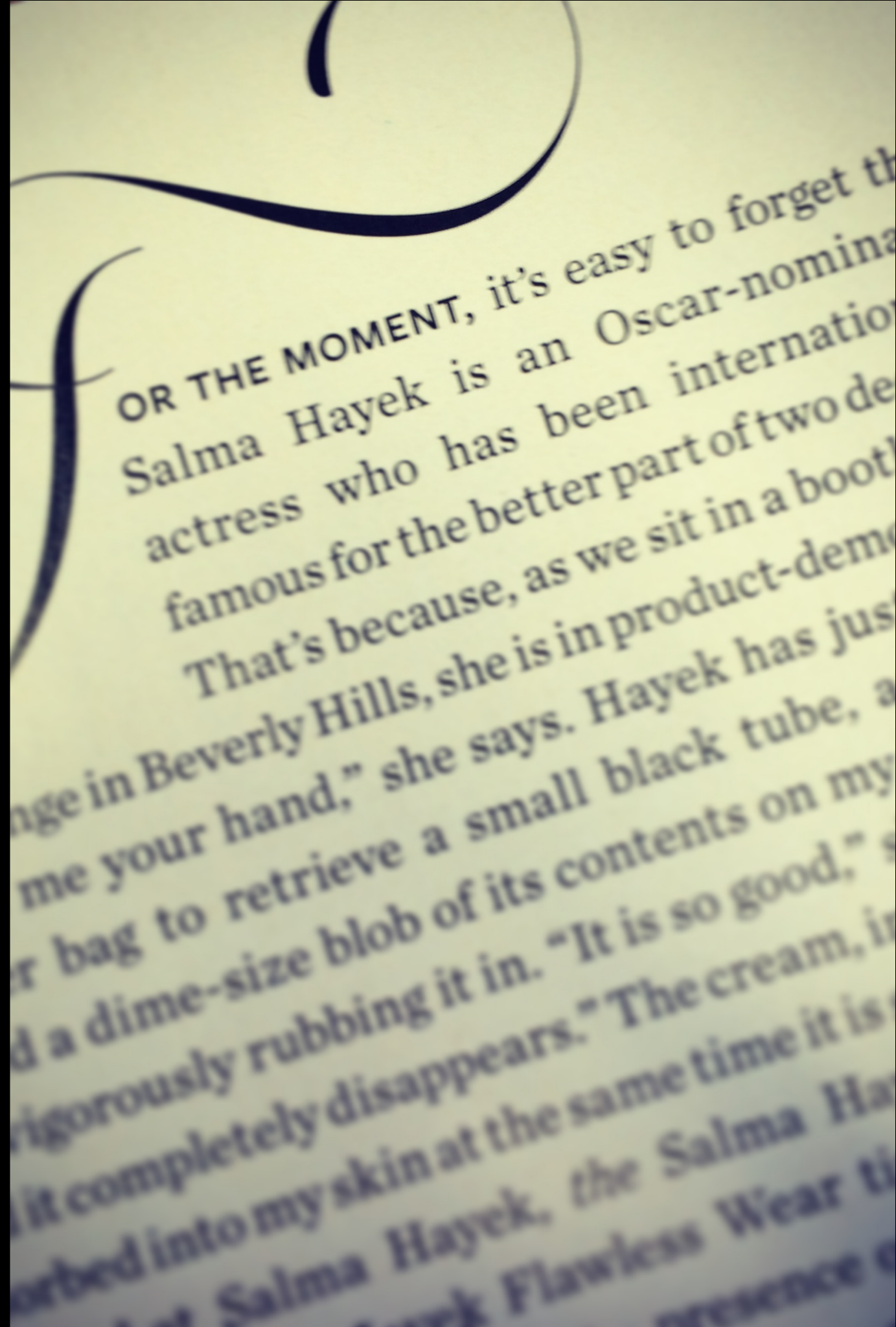
# FEATURE LEADS REQUIRE A DIFFERENT APPROACH

**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



On a winding street of older brick homes in the center of town, only one house is without a mountain of debris on the front yard. The house, a two-story at the end of the cul-de-sac, had not been spared by the recent storm, which submerged three-quarters of this coastal industrial city.

The homeowner, Derrick Ford Freeman, has just not had time to worry about his own affairs. He is the mayor of Port Arthur.

Normally the job of mayor is part-time, requiring only one white button-down shirt bearing his name and the city logo. Lately, his mother has been washing that shirt every morning. Mr. Freeman has spent his days racing around the city, lobbying a visiting senator for federal aid one moment, sitting next to a woman sobbing onto his shoulder the next. He has focused on practical matters like restoring trash pickup, reopening schools and finding homes for displaced families.

*CHICKAMAUGA, Ga. — Deanne Westbrook had tried everything to keep her husband, Ronald, in the house.*

*He was 72. Alzheimer's had erased much of his talent for music and flying airplanes.*

*No one is sure how, in the frigid hours before dawn last Wednesday in this small north Georgia community near the Tennessee border, Mr. Westbrook ended up nearly three miles from home with a handful of other people's mail, jiggling Joe Hendrix's doorknob.*

*Mr. Hendrix, 34, stepped onto his porch with a Glock pistol in his hand and his fiancée inside on the phone with a 911 dispatcher. He fired four shots. One hit Mr. Westbrook in the chest.*

*On a cold and damp day Tuesday, Mrs. Westbrook buried her husband of 51 years, his death adding another chapter to the debate over the nation's patchwork of self-defense laws.*

**LET'S WRITE A  
FEATURE LEAD**

Write a feature lead about the something you did this weekend (and are willing to share with your classmates)



how  
explosive  
is it?

# INTEGRITY: DRAWING FROM OTHER WORK

WRITING A PRESS RELEASE FOR  
GOLF SHOE COMPANY, I WRITE

“Millions of people of all ages enjoy playing  
golf each year, and most of them are wearing  
My Golf Shoes, golf’s leading brand.”

I USE THAT LINE AGAIN IN  
A PRESS RELEASE NEXT MONTH

OK?

# safe!

COMPANIES USUALLY HAVE STANDARD LANGUAGE INCLUDED IN RELEASES AND OTHER CONTENT. IT'S NOT PLAGIARISM TO REUSE YOUR OWN STUFF.

INTEGRITY TIP: WHEN YOU'RE NEW, ALWAYS CHECK WITH SOMEONE ABOVE YOU TO MAKE SURE YOU HAVE THE MOST CURRENT BACKGROUND STATEMENTS.

# INTEGRITY: QUOTES

## EDITING A STORY

The coroner said the wounds were consistent with a knife attack.

## I CHANGE IT TO:

The coroner said "the wounds were consistent with a knife attack."

PROBLEM?

# blam!

NEVER MAKE SOMETHING INTO A QUOTE UNLESS IT IS  
VERBATIM WORDS SPOKEN BY A PERSON OR WRITTEN  
IN A DOCUMENT.

INTEGRITY TIP: ALWAYS ATTRIBUTE TO THE SOURCE  
AND WHEN POSSIBLE, LINK TO IT IN YOUR STORY.

# INTEGRITY: AUDIO

I call the source back and ask her to reread quote and rerecord it.

OK?

kaboom!

THAT'S STILL NOT AUTHENTIC.

# HOW TO SOLVE THIS PROBLEM

Be **kind, apologetic, self-deprecating**  
Call the source back, ask the person to  
respond again to a specific question



# INTEGRITY: IMAGES



CAN I  
USE IT?

# kaboom!

RIGHTS TO PHOTOS BELONG TO THE PERSON WHO  
TOOK THEM

INTEGRITY TIP: FIND A SOURCE OF PHOTOS THAT  
WILL ALLOW YOU TO USE THEM WITH CREDIT

# HOWEVER

There are plenty of places to find images that are free to use with attribution:

- UW Campus Photo Library

- Creative Commons

- Google advanced search

- Take them yourself!