



**JOURNALISM
AND MARKETING
INTERNSHIP
INFO SESSION**

4:30-5:30 P.M.

TUESDAY, SEPTEMBER 26

**5055 VILAS HALL
(NAFZIGER ROOM)**

**INTERNATIONAL INTERNSHIP DATABASE
GO.WISC.EDU/IIP-DATABASE
J-SCHOOL INTERNSHIP LISTINGS:
GO.WISC.EDU/JMCLIST**

**LEARN ABOUT AVAILABLE
DOMESTIC AND
INTERNATIONAL
OPPORTUNITIES,
SCHOLARSHIPS,
AND COURSE CREDIT.**

**THE CAREER ADVISOR
FROM THE J-SCHOOL
AND AN ADVISOR FROM
THE INTERNATIONAL
INTERNSHIP PROGRAM
(IIP) WILL PRESENT
AND ANSWER
QUESTIONS ABOUT
OPPORTUNITIES
FOR SPRING
AND SUMMER 2018.**

**JOURNALISM.WISC.EDU
INTERNSHIPS.INTERNATIONAL
.WISC.EDU**



**School of Journalism
and Mass Communication**
UNIVERSITY OF WISCONSIN-MADISON

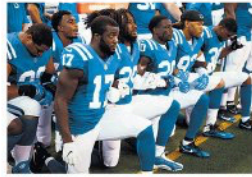


**International
Internship Program**
INTERNATIONAL DIVISION
UNIVERSITY OF WISCONSIN-MADISON

J202 MASS COMMUNICATION PRACTICES

INFORMATION GATHERING,
INTERVIEWING
AND FEATURE STORIES

N.F.L. WEEK 3



INDIANAPOLIS



LONDON



PHILADELPHIA



EAST RUTHERFORD, N.J.



DETROIT



ORCHARD PARK, N.Y.



MINNEAPOLIS



CHICAGO



CHARLOTTE, N.C.



INDIANAPOLIS



GREEN BAY, WIS.



LANDOVER, MD.



FOXBOROUGH, MASS.



LONDON



NASHVILLE



CARSON, CALIF.

TOP ROW, FROM LEFT: BRIAN SPEER/GETTY IMAGES; VIA BETTERS; MATT DELMONTE/ASSOCIATED PRESS; BILL STRICKER/USA TODAY SPORTS; VIA BETTERS; DETROIT: KEV KELLEY/GETTY IMAGES; THIRD ROW, FROM LEFT: BENNETT/GETTY IMAGES; HANNAH FORDEN/GETTY IMAGES; NANA Y HSI/ASSOCIATED PRESS; JERRY BRIDGEMAN/USA TODAY SPORTS; VIA BETTERS; FIFTH ROW, FROM LEFT: ANDY DONG/GETTY IMAGES; BY AP/WIDEWORLD; USA TODAY SPORTS; VIA BETTERS; ALICE BRANDON/ASSOCIATED PRESS; STEVEN GONNE/ASSOCIATED PRESS; BOTTOM ROW, FROM LEFT: ANDREW BORNHOLD/REUTERS; JAMES EDWARDS/ASSOCIATED PRESS; SEAN M. HARTZ/GETTY IMAGES

COME SEE ME

Mon: 12-1; Tues: 11:30-12:30 (Rath).

IS PROJECTS

Source lists due next Monday

Check out the website

Profile stories due Oct. 9

(two weeks from today)

Light labs this week, start on the IS!

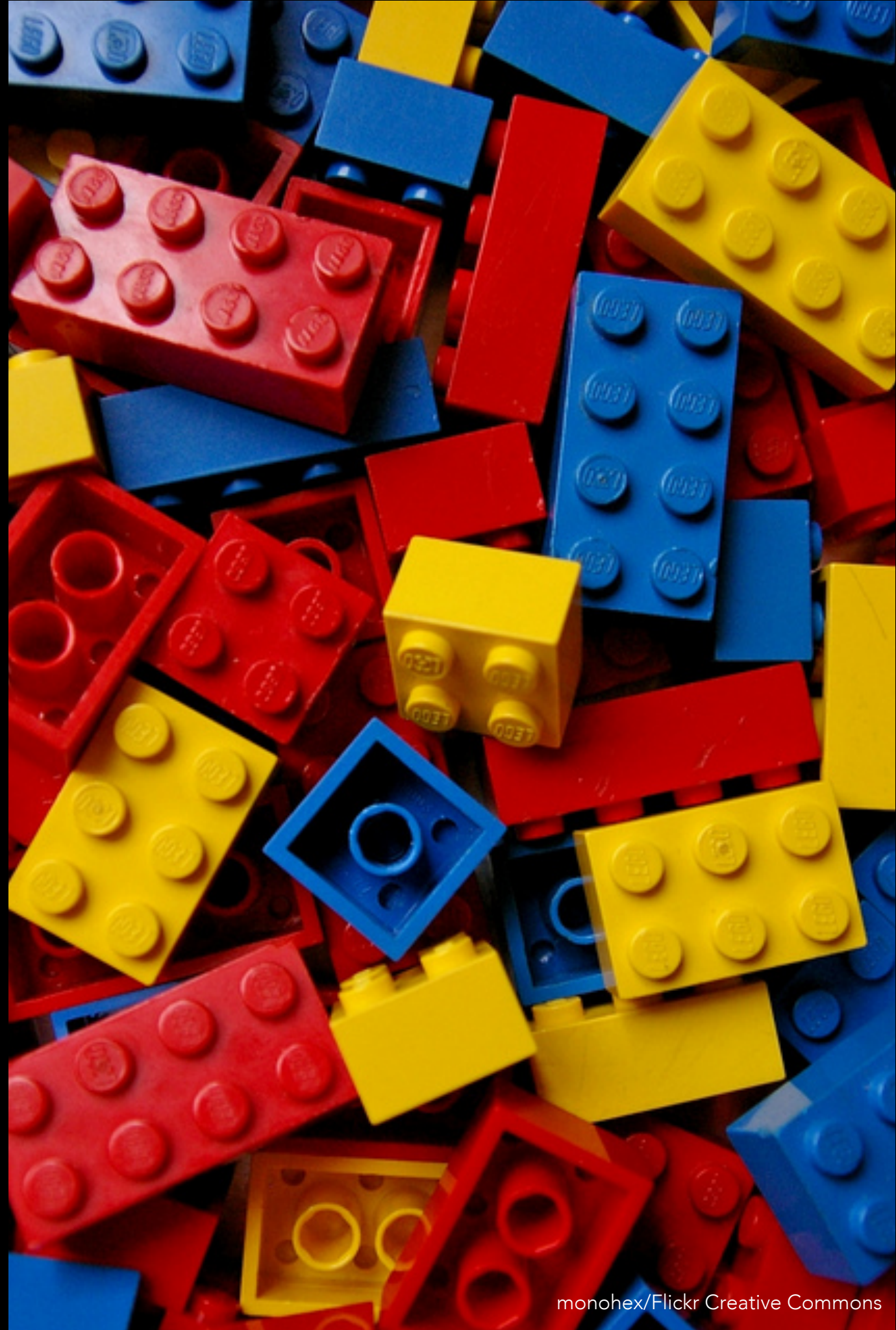
IS PROJECTS

If you are going to use your story publicly,
you must disclose that to sources now
You can't talk to people you know well

**INFORMATION
GATHERING**

PRIMARY SOURCES

Public documents
Private research/
documents
Interviews
Observation



PEOPLE TO INTERVIEW

Those with knowledge of subject
Experts — experts.news.wisc.edu
Associations/interest groups



UW-MADISON EXPERTS DATABASE

For news media

[HOME](#) [NEWS](#) [FOLLOW US ON TWITTER](#)

[LOG IN](#)

These experts from the UW-Madison faculty and staff have agreed to comment on breaking news, ongoing developments and trends in their areas of expertise. If you need help arranging interviews, [email University Communications](#).

EXPERTS ON TODAY'S NEWS...



RYAN OWENS on:

Supreme Court justice pick

Ryan Owens, an expert on the Supreme Court, can comment about the naming of [Neil Gorsuch](#) to serve on the U.S. Supreme Court. Gorsuch is now a judge on the U.S. Court of Appeals for the 10th Circuit Court, which sits in

Colorado, his home state.

[View profile for Ryan Owens »](#)



KENNETH MAYER on:

Executive orders

Kenneth Mayer, an expert on the American presidency and presidential powers, can comment on a number of [executive orders](#) President Trump has signed, included ones on the

SEARCH

EXPERTS BY TOPIC

- [agriculture](#) 79
- [arts/humanities](#) 108
- [bioenergy/biofuels](#) 19
- [biotechnology](#) 15
- [business/economics](#) 99
- [climate change/global warming](#) 38
- [education](#) 92
- [energy](#) 26
- [environmental studies](#) 87
- [food](#) 24
- [health/medicine, human](#) 337

LIVE SHOT BROADCAST STUDIO

UW-Madison is equipped with a VideoLink ReadyCam® studio for live or taped HD television interviews with our experts.

[Book the studio for an interview](#)

CONTACT US

University Communications
500 Lincoln Dr.
Room 27
Madison, WI 53706
608-262-3571

[Media relations staff](#)

experts.news.wisc.edu

PLAYERS

EXPERTS

CONNECTORS

FEELERS

EXPLAINERS

**BACKGROUND
RESEARCH**

OTHER PRIMARY SOURCES

Public documents

Maintained as part of the public's business

In Wisconsin, a record is anything in final form

(there are exceptions, but the law is tipped in public's favor)

OTHER PRIMARY SOURCES

**Private documents created outside
public sector**

Press releases

Backgrounders

Correspondence

Publications

Research

Fact sheets

OTHER PRIMARY SOURCES

Research

Simmons and MRI —

consumer research databases

Self-conducted studies

Focus groups

Surveys

Edit

View

Untitled
Cols: 3 Rows: 16 Bases: 0

Untitled
Cols: 3 Rows: 16 Bases: 0

Untitled
Cols: 0 Rows: 16 Bases: 0

Untitled
Cols: 0 Rows: 16 Bases: 0

Sample
 Weighted
 Vertical %
 Horizontal %
 Total %
 Index
 Spring 2014 NHCS Adult Study 12-mo...
Population

STUDY UNIVERSE

		Total	HH BATTERIES - BRANDS MO:	HH BATTERIES - BRANDS MO:	HH BATTERIES - BRANDS MO:
Total	Sample	24,073	10,553	7,670	1,270
	Weighted (000)	233,193	98,804	72,943	14,229
	Vertical %	100%	100%	100%	100%
	Horizontal %	100%	42.4%	31.3%	6.1%
	Index	100	100	100	100
GENDER: MALE	Sample	10,338	4,641	3,128	552
	Weighted (000)	112,478	49,767	33,635	6,781
	Vertical %	48.2%	50.4%	46.1%	47.7%
	Horizontal %	100%	44.2%	29.9%	6.03%
	Index	100	104	96	99
GENDER: FEMALE	Sample	13,735	5,912	4,542	718
	Weighted (000)	120,716	49,037	39,308	7,448
	Vertical %	51.8%	49.6%	53.9%	52.3%
	Horizontal %	100%	40.6%	32.6%	6.17%
	Index	100	96	104	101
AGE: 18 - 24	Sample	2,099	618	482	* 58
	Weighted (000)	28,179	8,269	6,427	* 1,287
	Vertical %	12.1%	8.37%	8.81%	* 9.05%
	Horizontal %	100%	29.3%	22.8%	* 4.57%
	Index	100	69	73	* 75
AGE: 25 - 34	Sample	2,915	1,118	968	183
	Weighted (000)	40,439	16,319	12,863	3,067
	Vertical %	17.3%	16.5%	17.6%	21.6%
	Horizontal %	100%	40.4%	31.8%	7.58%
	Index	100	95	102	124
AGE: 35 - 44	Sample	3,854	1,646	1,411	294
	Weighted (000)	39,261	16,257	13,996	3,255
	Vertical %	16.8%	16.5%	19.2%	22.9%
	Horizontal %	100%	41.4%	35.6%	8.29%
	Index	100	98	114	136
	Total %	16.8%	6.97%	6%	1.4%

* Indicates cell count from 31 to 60. Projections may be unstable, use with caution.

** Indicates cell count below 31. Projections are likely unstable, use with caution.

OTHER PRIMARY SOURCES

Observation

As a participant or a nonparticipant
Important for description and insights
Be sure to maintain objectivity and
not get too involved

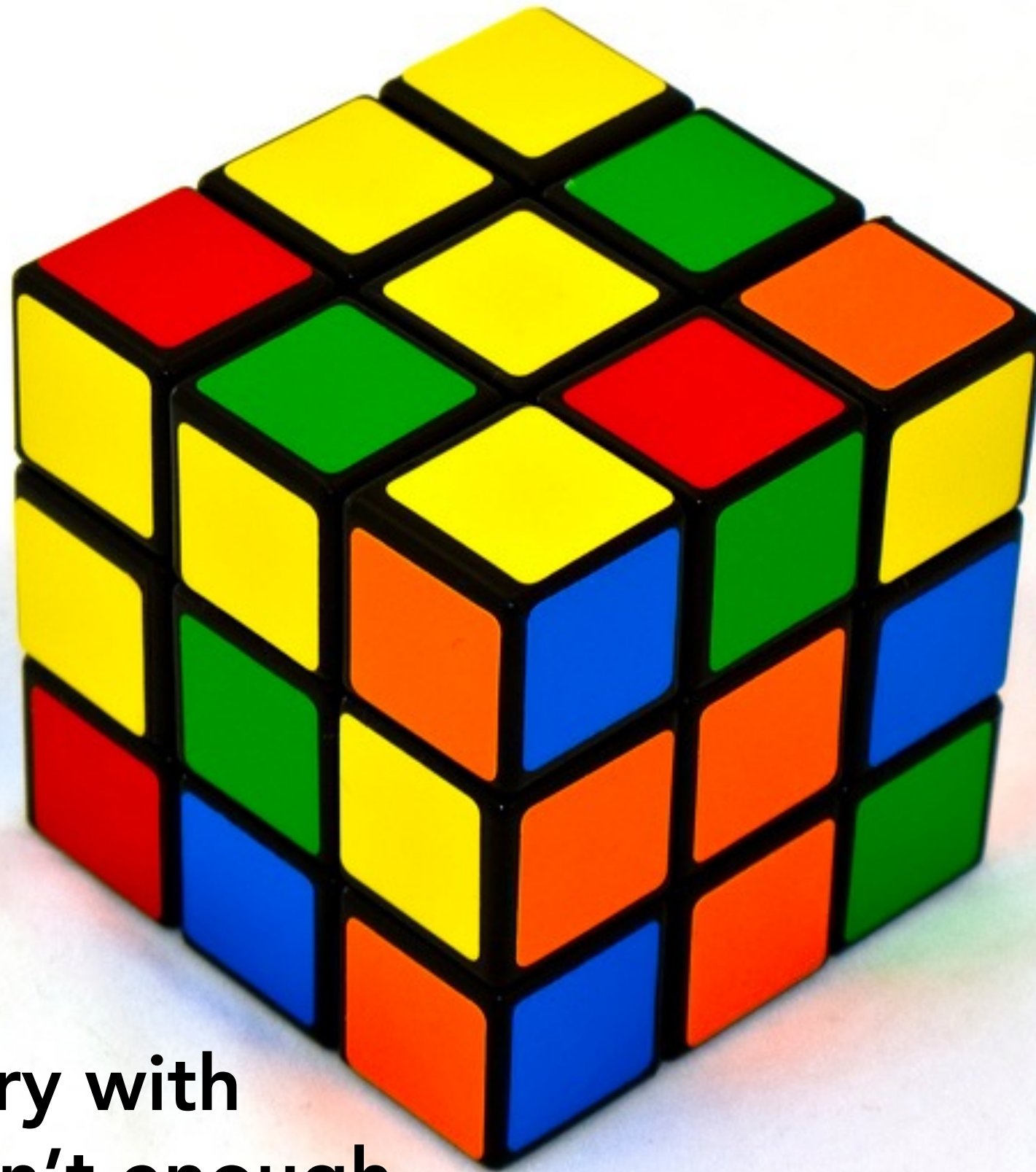
SECONDARY SOURCES

START WITH
PREVIOUSLY
PUBLISHED PIECES

Information is filtered
As a result, rarely used
in stories
Always attribute if you do



**YOU HAVE TO HAVE A MIX OF
SOURCES**



**Writing a story with
one source isn't enough**

**START BY
MAKING AN
IDEA MAP**

WHAT ARE FOUR ANGLES YOU
COULD COVER?

WHAT ARE THREE DOCUMENTARY
SOURCES YOU COULD USE?

WHAT ARE THREE PRIMARY
SOURCES/INTERVIEWS YOU
COULD USE?

WHERE TO START?

Go beyond this

A long, horizontal search input field with a thin grey border and a subtle drop shadow. A single vertical line cursor is positioned at the beginning of the field on the left side.

Google Search

I'm Feeling Lucky

WHERE ELSE SHOULD I LOOK?

Consult Lexis Nexis and other databases

Set up a Google Alert

Use an advanced Google search

INTERVIEWING

WHY DO WE INTERVIEW?

To gather facts

To get quotes and anecdotes

To understand situations and trends

To glean interpretations and analysis

To confirm — or refute — details

To show you were there

REASONS TO INTERVIEW

In reporting, to add voice, emotion,
opinion to stories

In strat comm, to gather information
and insight for strategy

PREPARATION

Your best option is in-person interview

The phone is the next best thing

The **worst** option is an email interview



HOW
TO
SET
IT
UP

Christopher Zara 

December 5, 2014 at 12:57 PM



To: Katy Bartzan Culver

Media Request: Reporting On Sexual Assault

Hi Katy,

I hope all is well. Have you been following the controversy surrounding the Rolling Stone article about an alleged gang rape at UVA?

<http://www.rollingstone.com/culture/features/a-rape-on-campus-20141119>

The magazine published an apology after discrepancies emerged in the victim's story.

I'm looking to write a piece on the proper journalistic practices for covering sexual assault. For instance, it's generally accepted that journalists don't report the name of sexual assault victims, but what about seeking comment from alleged attackers? (In this case, the Rolling Stone reporter did not do that out of respect for the victim's wishes.) How far should we go to ensure that our sources are giving us accurate information while still being sensitive to their situation?

If you have some insight on this, I'd love your thoughts.

Thank you kindly,

Christopher Zara | **Senior Writer, Media & Culture**
Direct: +1 (646) 867 7176 Fax: +1 (646) 484 7576

INTERNATIONAL BUSINESS TIMES

7 Hanover Square, Fl 5

RESEARCH

Read everything you can about your subject
What can you ask that hasn't
been asked before?

Map out the order of questions or themes
you want to cover in the interview

ASK TOUGH QUESTIONS AT THE END

YOU'LL FEEL LIKE THIS



I have confidence in sunshine.

accio-dittany

HOW YOU PHRASE
QUESTIONS
DICTATES THE KIND
OF INFORMATION
YOU GET

QUESTIONS MATCH NEED

WHO? **WHEN?**

Information-gathering
questions

WHERE?

Subjective
questions

TELL ME ABOUT...

**WHAT WENT
THROUGH YOUR
MIND...**

**WHAT DO
YOU THINK...**

IN THE INTERVIEW

Start by softening up the subject
Follow up with an explanation of
what you're doing

Know what themes you want to cover

Stay flexible for follow ups

Always get name, age, occupation
and city of residence

BAD QUESTIONS

Cliches

Leading questions

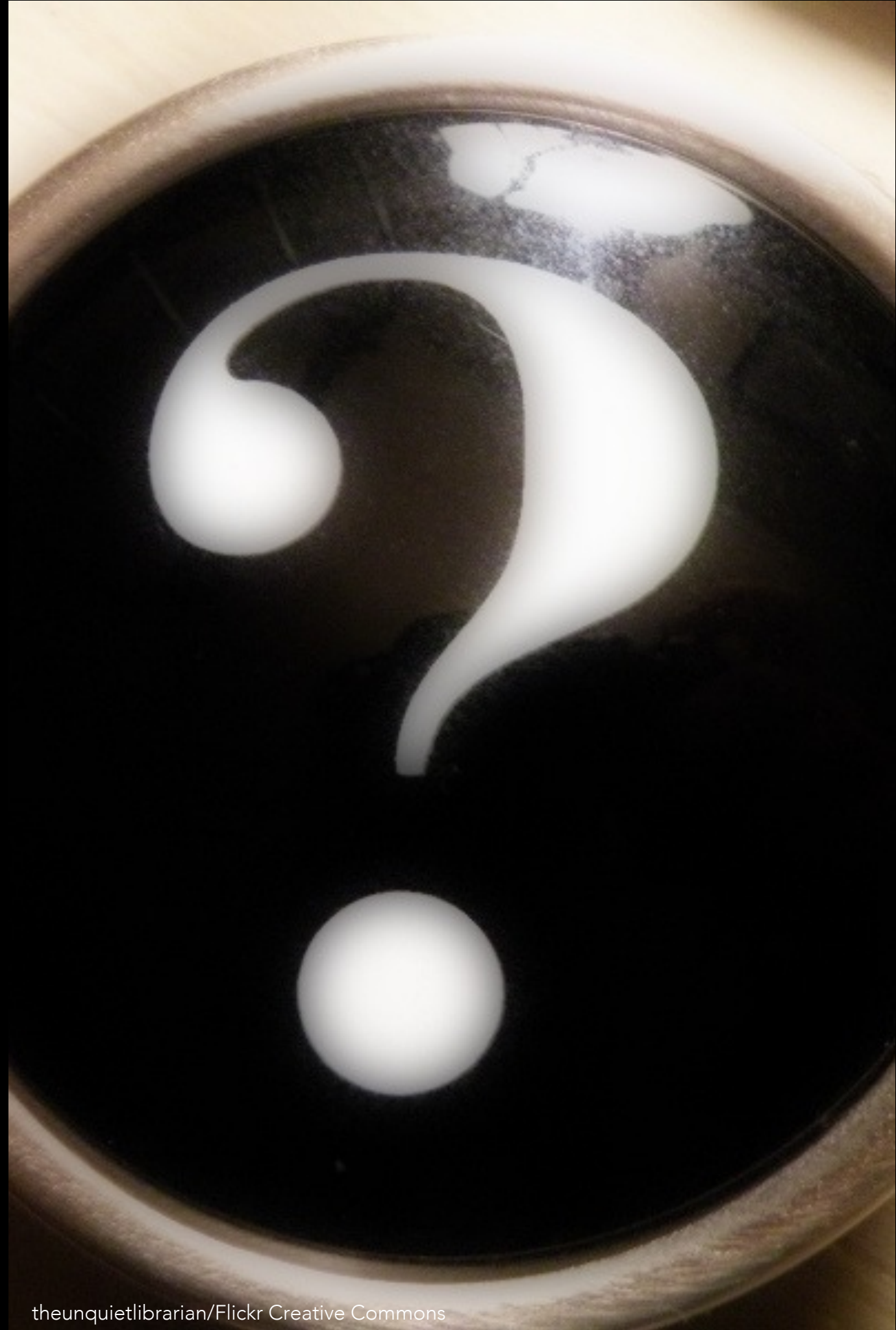
Yes or no

Cross examination

Offensive or insulting

Interruptions

Detours



THREE KINDS OF INFORMATION

On the record: Anything said is fair game,
can be attributed to source

Not for attribution: You can use it in a
story, but it can't be attributed

Off the record: Can't be used in a story
and can't be linked back to a source

IF YOU DON'T
UNDERSTAND
SOMETHING,
ASK FOR
CLARIFICATION

Wrap up by asking what
you've missed

LOGISTICS

Always record your interviews

Always take notes

Take note of time stamp

Let your subject know

you're recording

Think about body language

ETHICS

YOU SHOULD NOT...

Record surreptitiously

Use others' quotes

without credit

Sensationalize

Jeopardize your source

Select unrepresentative
content

Interview those unable to
give consent

Use foul language
recklessly

**TIME TO
INTERVIEW
YOUR
NEIGHBOR**

WRITE A
FEATURE LEAD
FROM THAT
INTERVIEW

LONG-FORM STORIES

Narrative structure

Feature leads

Emphasis on meaning, reason for
telling the story

Objective copy, subjective quotes

GIVING SHAPE TO YOUR STORY

find a structure that works
with the kind of story
you're trying to tell



THE NUT GRAF

This is the paragraph that tells readers why they should keep reading

It's the essence of the story **IN A NUTSHELL**

Why is this happening? Why does it matter?
What bigger trend is happening? Why is this relevant?

It needs to come — at the latest —
by the fifth paragraph

The lead is the tease to draw in readers

The nut graf is the heart of the story and tells why a reader should keep going

THE NUT GRAF

On Super Bowl Sunday, Sean Aron will gather at the stadium with around 80 friends and family. Before kickoff, they will admire its unique architecture, looking down with anticipation at the lush green gridiron.

Then they will eat it.

Within minutes, they will have scooped out its jalapeño-cilantro-hummus field and cucumber-salsa end zone, devoured its carrot-cake entrance and finished off any Vienna-sausage players. "Before the first quarter is over," Mr. Aron said, "that stadium is empty."

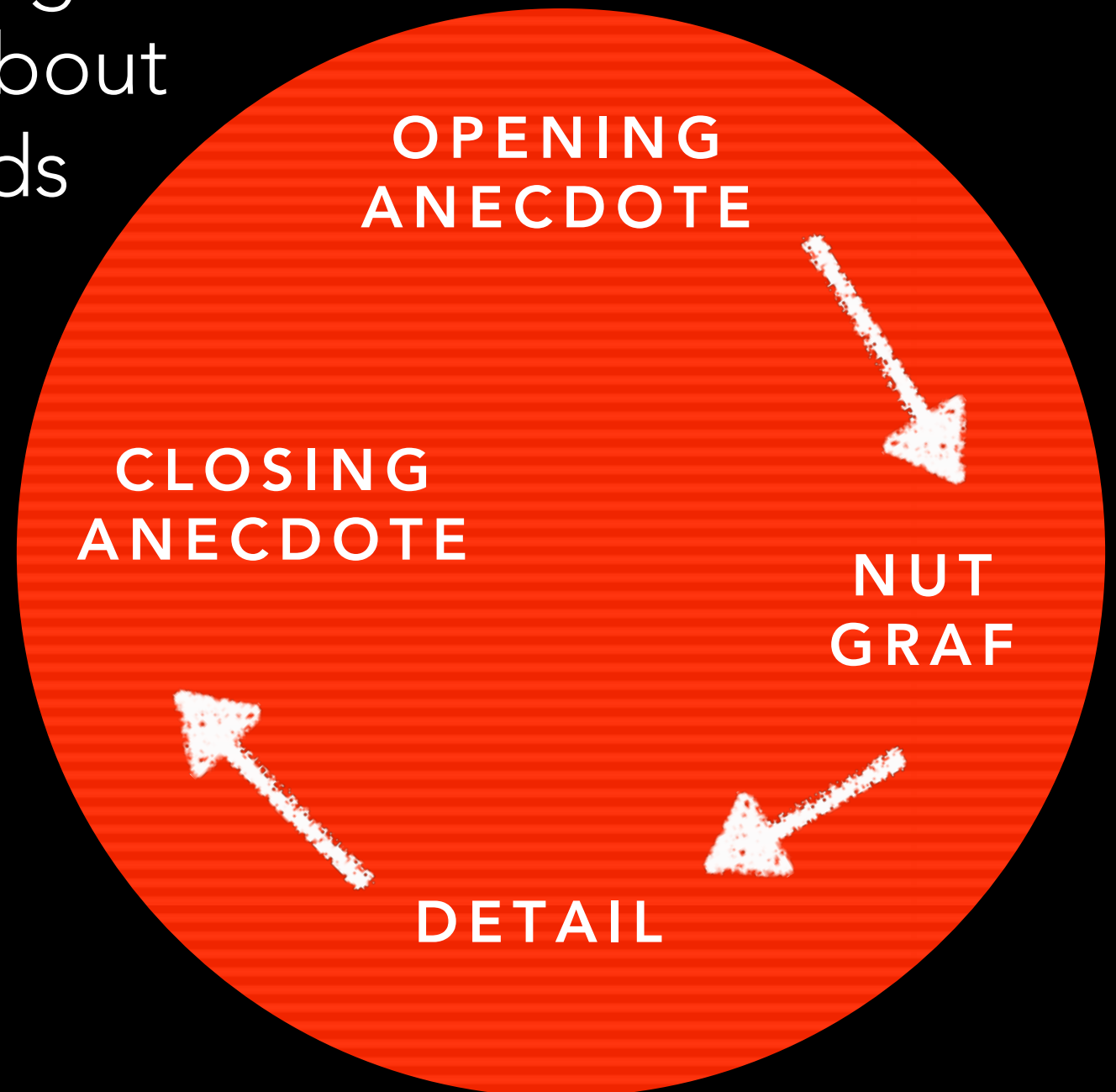
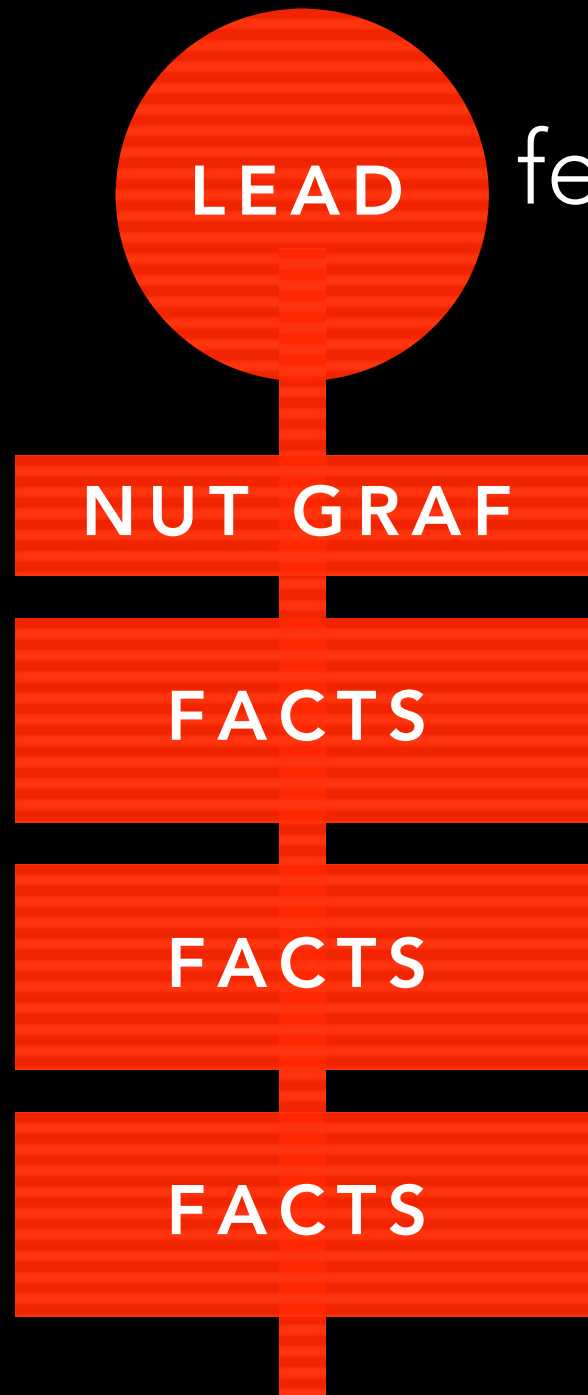
The venue, in this case, is a "snackadium," a kitchen-island-sized replica of Houston's NRG Stadium, where the New England Patriots will battle the Atlanta Falcons this weekend, although not on hummus.

A growing fringe of snackadium builders like Mr. Aron spend days meticulously constructing elaborate football-arena models using Super Bowl party food. Guacamole end zones rest under beef-jerky goal posts. Spectator stands seat hot wings, sliders and sushi. Cocktail weenies become players with Frito helmets. Cheese blocks perched on skewers make excellent stadium lights.

THE KEBAB/THE CIRCLE

OTHERWISE KNOWN AS THE WALL STREET JOURNAL FORMULA

Good for telling
feature stories about
issues or trends



A problem, said his wife, April, is his perfectionism. When he blotches a sour-cream line on the gridiron, say, he will level out the hummus and start over. "I'll say 'No one will notice that,' " said Mrs. Aron, 30. "And he'll say, "Oh, yes they will.' "

Normally, he finishes his stadiums—they can take a month or more—a week before Super Bowl. This year, he was sidetracked by another project, a replica of the 16th hole of this week's Waste Management Phoenix Open at the TPC Scottsdale course, to hold sandwiches for a company event.

He expects his Super Bowl 51 snackadium to be ready at kickoff time Sunday. Judging from experience, he said, guests will be reluctant to take the first scoop. After the national anthem, "

"It's always a little deflating, because it takes literally 10 minutes to break down something that took six to eight weeks to create," he said, "But I always look forward to the next year."