

Week 6

- ▶ Exercise 7 on p.65 of Inside Reporting
- ▶ AP Stylebook exercise
- ▶ News Quiz - 15 minute deadline
- ▶ Ch. 3 exercises
- ▶ Summarize Chapter 4
- ▶ Attributions practice
- ▶ Beats
- ▶ Brainstorming session

AP style practice

1. Doctor Bob White examined gov. Bill Paid and told him that he should prepare lieutenant governor I.M. Ready to take over the reins of the state. (4)
- 2.The reporter said he would meet with the source at the American Broadcasting Company on November 12. (2)
- 3.The Pres. Of the U.S. lives in the white house at 1600 Pennsylvania Avenue. (4)
- 4.The Central Intelligence Agency (CIA) official said the U.S. could launch ABM missiles at a moment's notice. (2)
- 5.Dr. Andrew Jones, Ph.D in psychology, is a pro-life advocate. (3)

AP style practice answers

Dr. Bob White examined Gov. Bill Paid and told him that he should prepare Lt. Gov. I.M. Ready to take over the reins of the state.

- ▶ The reporter said he would meet with the source at ABC on Nov. 12.
- ▶ The president of the United States lives in the White House at 1600 Pennsylvania Ave.
- ▶ The CIA official said the United States could launch ABMs at a moment's notice.
- ▶ Andrew Jones, who has a doctorate in psychology, is an anti-abortion advocate.

News Quiz

- ▶ Email submission (in groups)
- ▶ 4 news stories from the past week in lead format
 - Two XISU-related
 - Two Xi'an-related
 - In each category, you should have a hard news story (i.e. breaking news) and one soft news story (i.e. trends, events).

eWorkbook exercises

https://highered.mcgraw-hill.com/sites/0073378917/student_view0/chapter3/exercise_3-1.html

3-1 (select 5 out of the 10 questions)

3-2.3; 2.7

3-3.2

3-4.1, 4.2, 4.3 (select 5 out of the 10 or 11 questions)

3-4.4, 4.5 (select 4 out of the 8 questions)

3-1

A. 1.	The president spoke about the election today.	OPINION ✓ FACT
2.	Fashion magazines refer to Phoebe Philo as one of the most beautiful women in the world.	OPINION ✓ FACT
3.	He has the most liberal voting record in the history of the Senate.	✓ OPINION FACT
4.	Police arrested three burglars last night.	✓ OPINION FACT
5.	Gwen Stefani is the most talented singer in the music industry.	✓ OPINION FACT
6.	Fed Chairman Ben Bernanke will say something about the economy tomorrow.	✓ OPINION FACT
7.	The detectives brought him in for questioning in connection with the burglary last night.	OPINION ✓ FACT
8.	They were annoying, short, moronic keyboard loops, punctuated with tiny vocals tricked out electronically.	✓ OPINION FACT
9.	Unless the storm drains are cleared, the city faces the certainty of a devastating flood in the next five years.	✓ OPINION FACT
10.	Unless the storm drains are cleared, the city faces the certainty of a devastating flood in the next five years, three leading scientists said.	OPINION ✓ FACT

B. Below are some possible answers.
Additions are shown in italics. Notice how in almost every case, the easiest solution was to find someone to whom to attribute the statements.

3.	<i>Many say</i> he has the most liberal voting record in the history of the Senate.
4.	Police arrested three burglars <i>in connection with a burglary</i> last night.
5.	<i>Some believe</i> Gwen Stefani is the most talented singer in the music industry.
6.	Fed Chairman Ben Bernanke <i>said he</i> will say something about the economy tomorrow.
8.	They were annoying , short, moronic keyboard loops, punctuated with tiny vocals tricked out electronically.
9.	Unless the storm drains are cleared, the city faces the certainty of a devastating flood in the next five years, <i>the three scientists said</i> .

2.3

POOR

Investigators are looking into another suspicious fire at Oakdale Adult School.

When did this happen? How much damage occurred? Where is the attribution? “Looking into” is bland. The reference to “another” assumes readers know the school’s history.

FAIR

Arson appears to be the cause of a fire that broke out Tuesday morning at Oakdale Adult School, Oakdale Police Chief Bryant Tam said.

Solid lead. Some might say the “appears” phrase is flat and full attribution here is clunky. Some editors might say it was a good idea to put off the \$35,000 to later.

GOOD

An arsonist set a predawn fire at the Oakdale Adult School Tuesday, causing about \$35,000 damage, Oakdale Police Chief Bryant Tam reported as he surveyed the damage. It is the second suspicious fire in two years at the school.

Bringing the “arsonist” to life makes this among the strongest leads on this page. Most leads are just a single sentence, but this one effectively uses a second for information that was tough to squeeze in the first.

2.7

A.

- 1.c
- 2.f
- 3.a (delayed ID)
- 4.b (with a touch of j)
- 5.a (immediate ID)
- 6.c/g
- 7.e
- 8.j
- 9.a (delayed ID)
- 10.b

B.

- 1. b/g Sometimes Chucky has three-chicken days ...
- 2. b Like a doctor feeling for a pulse ...
- 3. b Much later, after nearly two years of searching for her killer ...
- 4. a In a statement against student shortcuts ...
- 5. g Everything was set for Brian Storm and Angela Harms ...
- 6. b In cold, wet blackness 240 feet below the world ...
- 7. b For two years, live music has boomed ...
- 8. g It's still unclear why he was naked. ...
- 9. b Imagine getting a bill for driving. ...
- 10.b Nicola Patzån remembers the blue sweater ...

A Barstow woman is recovering from a bullet wound after her dog shot her Wednesday night in Huntington Beach, according to California Highway Patrol officers.

Janice Jones, 53, was eating pork chops in the back of her motor home on Beach Boulevard near Highway 1 when her dog knocked her 9 mm handgun off a seat, officers said.

Rye said officers cited Jones for expired plates and the county's district attorney was considering whether to charge her in relation to the gun incident. Jones does not have a permit for the gun, according to CHP liaison Tammy Rye.

The weapon discharged when it hit the floor of the car, and the bullet hit Jones and then passed through the side of the van, Rye said.

"It could have been worse," Rye said. "The bullet hit 2 inches from the gas tank."

This lead is functional but misses the mistreatment of the dog. Below, we get some details, but not enough, and the third paragraph interrupts the flow of the narrative. The hospital wouldn't give information about Jones' condition, but this story doesn't even indicate which part of her body has the bullet hole. Is the suggestion that the dog "shot" her really accurate? Why aren't there any references to the dog's condition?

A freak accident involving a pistol, pork chops and a hungry Pomeranian dog left a 53-year-old Barstow woman with a gunshot wound and possible animal abuse charges on Wednesday, according to the law enforcement officials.

The woman, identified as Janice Jones, was eating the chops about 10 p.m. in her RV while parked on Beach Boulevard near Highway 1 in Huntington Beach when her dog knocked a 9 mm pistol off a seat, according to CHP press liaison Tammy Rye.

The gun discharged when it hit the floor, and the bullet passed through Jones' right calf, hitting the RV wall and missing the gas tank by just 2 inches, according to Rye.

"It could've been worse," Rye said. "The bullet hit 2 inches from the gas tank."

Jones was transported by ambulance first to Huntington Beach Hospital and then to Irvine Medical Center for treatment.

Her dog, Tombo, was turned over to ...

While the animal abuse element makes this scenario a bit too serious for a pure brite, the "dog shoots owner" aspect does beg lighter treatment, and this lead delivers with a punchy, three-p trio ("pistol, pork chops ... Pomeranian"). "The woman, identified as Janice Jones" is a clearer transition than is supplied in the other example.

4.1

1. Passive *Active voice rewrite*: Police arrested him as he climbed into the mansion's window.
2. Passive *Active voice rewrite*: Understudy Jenny Baker will replace retiring treasurer Bill Habib.
3. Active
4. Passive *Active voice rewrite*: The employees see the manager as benevolent but demanding.
5. Passive *Active voice rewrite*: How she said it angered me more than what she said.
6. Passive *Active voice rewrite*: Casting calls were on the third Friday of the month. *Or*: He (*or* She) made casting calls on the third Friday of the month.
7. Active
8. Passive *Active voice rewrite*: They ranked the overall flavor and texture of the blend on a scale from 1 to 5.
9. Active
10. Active
11. Passive *Active voice rewrite*: After a lively discussion and not a little bickering, they dubbed Scott "Captain Scott," a title that left him feeling slightly uncomfortable but appreciated.

4.2

1. The police chief said securing the building was necessary. (*Necessity* indicates *absolute* need.)
2. Next, classify each of the suspects. (*Suspects* are by definition *prospective*, and “classification” is a synonym for “grouping.”)
3. The engineer disassembled the mechanism. (*Disassembly* is the acting of reducing something to its *components*, otherwise known as *parts*.)
4. His résumé shows his work experience and education. (That would be better than maintaining an *unprofessional* résumé with an *incomplete* list; a *credentials* section that didn’t include his *degrees* wouldn’t be very impressive.)
5. Thomas ran the four 30-minute sessions back-to-back starting at 9:30 a.m. (Isn’t this so much easier to read?)
6. The meeting will be at 10:30 a.m. in the grand ballroom.
7. Katrina was the most powerful hurricane to strike New Orleans. (Any storm that predates the city’s birth wouldn’t have been striking New Orleans, just the land the city would later occupy.)
8. An explosion ripped apart the gas station. (You were thinking a *nonviolent* explosion?)

4.3

1. This year's \$20 to \$25 tickets were \$5 more expensive than last year's.
2. She must make her college years productive.
3. Marcel's Café is not one of Seattle's finest French restaurants.
4. The film's opening scene offers insight into Gollum's split personality.
5. Wildlife commissioners worry that building seven salamander tunnels under the road from the lake to Percy Park will bust the project's budget.
6. Students pack campus buildings on rainy days.
7. Avoid food coloring by buying purple tubers for the potato salad.
8. Some anxious students try to impress their professors with wordy exam answers.
9. Most readers said the article, "In Praise of Brevity," was biased.

4.4

1. The scientists at the World Health Organization ~~subjected the data to intense scrutiny~~ *scrutinized the data* before issuing the alert.
2. If not contained with speed, they warned, the virus could spread exponentially and achieve plague status.
3. The president ~~huddled~~ *met* with his advisers and then acted with a speed that ~~left shocked~~ his political opponents and the media ~~world shell-shocked~~.
4. In a surprise move, the president ~~went on the offense and~~ called Congress back into session.
5. Heightening the drama ~~was the fact that he had called them back from midterm holidays amid adverse weather conditions~~ *during a storm* in Washington.
6. Amid allegations of political opportunism and claims that he had overstepped his authority, the president ~~launched an offensive~~ *worked* to convince Congress of the urgent need for action.
7. An important part of ~~implementing~~ his strategy was ~~to nullify the impact of decisions enacted by~~ *counteracting* political operators with hidden agendas.
8. If he didn't act immediately ~~to empower his allies and forestall his opponents~~, he knew he later might have to put down a ~~bloody uprising a~~

4.5

1. The protest, reportedly organized by pacifists from out of town, began with a rally at the courthouse steps, where speakers ~~of all spots and stripes~~ lambasted the U.S. government for its role in the Iraq War.
2. By 8 p.m. the crowd of 200 or so had ~~warmed to a boil~~ *become rowdy* and ~~began to show its true colors.~~
3. ~~Cool as cucumbers,~~ Police waited calmly at the corner of 6th and Broadway, where the two forces eventually met.
4. When one group of demonstrators tried to topple a police car, they discovered they had been ~~playing with a powder keg~~ *underestimating the efficiency of the police response.*
5. The officers, who were ~~armed to the teeth~~ *well-armed*, ~~swung into high gear~~ and *quickly* responded with truncheons and tear gas.
6. ~~Needless to say,~~ The protesters ~~beat a hasty retreat~~ *retreated*, ~~took to their heels and dispersed, mostly just in the nick of time,~~ with police in hot pursuit.
7. “I’ve never seen so many people run so fast in so many directions,” said Lt. Miguel Cruz, ~~who didn’t seem not worse for the wear for his part in the incident.~~
8. City officials say they will ~~leave no stone unturned in exploring~~ *explore* ways to make the demonstrators ~~foot the bill~~ *pay* for the police response.

Inside Reporting

Tim Harrower

4

Reporting basics

Reporting basics

Where stories
come from ▶

Finding and using
sources ▶

Using the
Internet ▶

Observation ▶

Taking notes ▶

Interviewing ▶

Quotations ▶

Attributions ▶

Math for
journalists ▶

Where stories come from

Stuff happens constantly

- Breaking news
- Scheduled events
- News releases
- Your ideas

The story becomes a package

- Web stories can include:
 - Audio
 - Video
 - Links to related information
 - Other interactive elements

Where stories come from

Breaking news events

- Always be ready.
- The bigger the story, the more you need to be on the scene.
- Move fast.
- Always carry a cell phone.
- Carry a camera.

Where stories come from

Scheduled events

- Write advances, precedes or previews.
- Make sure the newsroom keeps a long-range calendar.
- Bone up on history before the event.
- Team up with editors, photographers and other reporters for big events.

Where stories come from

New releases

- Some handouts are truly newsy.
- Do not print releases verbatim.
- If you turn releases into a longer story, verify facts.
- If you use a quote from the release, say “according to the release” or “in a prepared statement.”

Finding and using sources

A reporter is only as good as his or her sources

- Select sources for relevance.
- Check sources for accuracy.
- Balance sources for fairness.
- Cultivate sources for tips.

Finding and using Sources

The more sources you use, the better your reporting will be

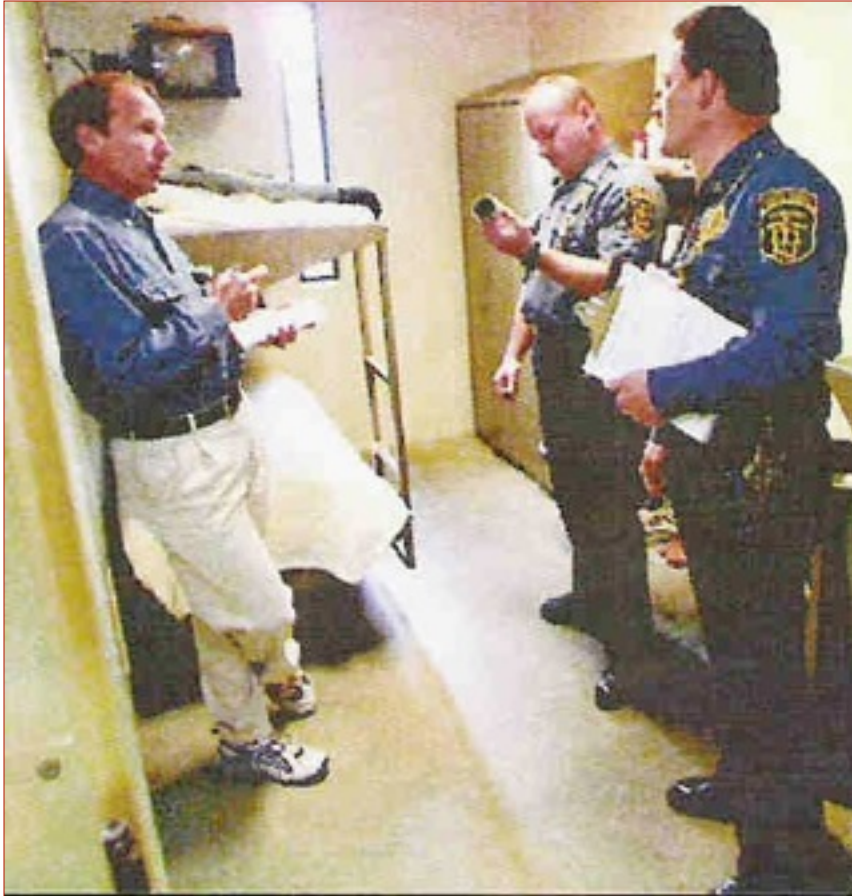
- Depth
 - Story will provide more information and insight.
- Reliability
 - Less chance of inaccuracy or bias.
- Context
 - Reader discovers more points of view.

Finding and using Sources

Question and answer

- Attribute
 - Identifies where an idea comes from.
 - Shows reader you are reporting.
- Anonymous source
 - May be only way to get information into a story.
- Source reliability
 - Be wary of every source.

Finding and using sources



The wide world of sources

- Newsmakers
- Spokespeople
- Experts
- Official records
- Reference material
- Ordinary folks

Using the Internet

A researcher's dream come true

- You can't always trust what you find.
- It is no substitute for reality.
- Do some real reporting.

Using the Internet

Webliography

Research & reference

- www.bartleby.com
- www.statelocalgov.net
- www.profnet.com
- www.urbanlegends.about.com

Search engines

- www.google.com
- www.yahoo.net
- www.webcrawler.com

Journalism tips & tools

- www.npc.press.org/library/reporter.cfm
- www.newslink.org
- www.poynter.org
- reporter.umd.edu

Using the Internet

XI. Thou shalt not plagiarize

- Quote and credit the source.
- Paraphrase while crediting the source
- Rework and reword the idea until it is more yours than theirs.
- When in doubt, cite the source.

Using the Internet

Internet search tips

- Try using directories as well as search engines.
- Bookmark favorite search sites.
- Keep keywords specific.
- Study the site's search syntax.
- Watch spelling.
- Before you link, study the Web site's address.

Using the Internet

Evaluating a Web site's reliability

- Authority
 - Sure of the author's identity, reliability and credentials?
 - Site sponsored by reputable institution or organization?
 - Information seem comprehensive and complete?
 - Is there a way to contact author or verify or challenge information?

Using the Internet

Evaluating a Web site's reliability

- Accuracy
 - Does the information originate with the source?
 - Can you verify this information from another reliable source?
 - Are there spelling, grammar or factual errors that cast doubt on the site?

Using the Internet

Evaluating a Web site's reliability

■ Timeliness

- Has site been updated recently?
- Are there publication dates on all pages containing timely material?
- Can you ensure all information is up to date?
- Are the links to and from the pages updated regularly?

Using the Internet

Beyond the basics

- Newgroups
 - Online bulletin boards organized by topic.
- E-mail
 - Most efficient way to contact experts.
- Weblogs
 - Mostly opinion.
 - Writing your own blog can establish dialogue with sources and readers.

Observation

Engage your senses to bring stories to life

- Show; don't tell.
 - Reporters are eyewitnesses.
 - You are the senses of the reader.



Observation

Engage your senses...

- Sight
 - Notice the little things.
- Sound
 - Difficult to capture but worth the effort.
- Action
 - Describe how the big play happened.
 - Verbs add verve.
- Emotion
 - Show the scene without telling reader what to feel.

Taking notes

Good note-taking isn't easy

- Involves multitasking
 - Listening
 - Interpreting
 - Observing
 - Evaluating
 - Writing
 - Thinking
- Need a system to guarantee that what you report matches the data your source gave you

Taking notes

A page in a reporter's notebook

- Running log of the time.
- Speed transcription.
 - Skip small words.
 - Abbreviate long words.
- Carefully spell our important facts.
- Use the first free moment to review notes.

Taking notes

A page in a reporter's notebook

- Choose a notebook that is a comfortable size for you.
- Use felt-tips or water.
 - Use different colors for different speakers.
- Mark things that seem important.
- Draw lines to separate speakers.
- Use quotation marks around quotes.

Taking notes

Pros and cons

- Notebook

Nothing to break, no batteries	People talk faster than you can write
Easy to access and transcribe	Standing still to write restricts movement
Becomes permanent record	Won't be able to read all your own handwriting

Taking notes

Pros and cons

- Tape recorder

Highest accuracy	Replaying and transcribing takes time
Actual proof of what was said	Machine can fail
Can post interview on paper's Web site	If you don't save tapes, not lasting record

Taking notes

Pros and cons

- Typing

Fastest way to go from notes to story

Most efficient way to get data on deadline

Can conduct interview using chat or e-mail

People talk fast; quotes may be inaccurate

Computers can destroy or delete files

Stuck sitting in one place staring at a screen

Interviewing

Interviews come in all shapes, sizes

- Long, formal
- Quick phone
- Walkaround
- On-the-fly chat
- Backgrounder



Interviewing

Interview pros and cons

- In-person interviews

Best way to build rapport

Physical surroundings can provide useful data

People take you more seriously when you are in front of them

Wastes time traveling and waiting

Distractions can interrupt interview

If you are uncomfortable, it becomes obvious

Interviewing

Interview pros and cons

- Phone interviews

Fast and efficient	Impersonal
Less intimidating	Difficult (and sometimes illegal) to record
Cell phones allow interviews to take place anywhere at any time	More likely to mishear or misquote someone

Interviewing

Interview pros and cons

- E-mail interviews

Gives interviewees time to construct responses

Offers the most flexibility

Typed responses easy to copy and paste; provide record of what was said

No personal interaction

Lagtime between questions and answers

Takes longer; are you sure the person is who he/she claims to be?

Interviewing

Tips for successful interviews

- Setting up the interview
 - Do your homework.
 - Think through story.
 - Determine best way to interview.
 - Set up interview.
 - Decide where and when to meet.
 - Ask if photos will be allowed.

Interviewing

Tips for successful interviews

- During the interview
 - Relax.
 - Be in charge.
 - Start with basics.
 - Budget time.
 - Begin with softballs.
 - Focus questions.
 - Keep it simple.
 - Limit “yes/no” questions.
 - Get every question answered.
 - Ask follow-up questions.
 - Stay flexible.

Interviewing

Tips for successful interviews

- During the interview (continued)
 - Ask people to slow down.
 - Don't worry about asking a dumb question.
 - Look around.
 - Use reassuring body language.
 - Use silence.
 - Don't interrupt.
 - Don't take sides.
 - Use the toughest question last.

Interviewing

Tips for successful interviews

- After the interview
 - Review notes with interviewee.
 - Ask who else you should contact?
 - Ask permission to call later.
 - Ask interviewees to call you.
 - Say, "Thank you."
 - Review notes again privately.
 - Check back with sources after story runs.

Interviewing

The Q&A

- As an alternative, run the interview as a Q&A.
 - Let's readers feel they are eavesdropping.

Strive for racial and gender balance

- Connect with *all* your readers.
- Vary ages, genders, races and lifestyles of people you interview.

Interviewing

On the record. Off the record.

- On the record
 - Information can be printed.
 - Source can be identified.
- Off the record
 - Information cannot be printed in any form.

Interviewing

On the record. Off the record.

- On background
 - Information can be used.
 - Source cannot be identified by name.
- Deep background
 - Information can be used.
 - Source cannot be revealed.

Interviewing

One-on-one is not the only option

- Many interviewers, one interviewee
- Many interviewers, many interviewees
- One interviewer, many interviewees

Quotations

Real words give stories personality

- But be careful.
- People lie.
 - Exaggerate
 - Fudge facts
- People yammer.
 - And stammer
 - And ramble



Quotations

How to use quotes in a story

- Direct quote
 - Use when speaker's entire sentence presents ideas in relevant, concise way.
- Partial quote
 - Use when quote is too long or awkward.
- Paraphrase
 - Use to rephrase a source's ideas in a clear, concise way.
- Dialogue
 - Use to capture conversations.

Quotations

Problems to avoid

- Dull, obvious quotes
- Rehash the quote
- Using quote as lead
- Read minds
- Create monologues
- Mimic dialects
- Repeat foul language
- Distort quote's meaning

Quotations

Punctuation advice for quotes

- Double quotation marks
- Single quotation marks
- Periods, commas
- Colons, semicolons and dashes
- Question marks
- Ellipses
- Parentheses
- Capital letters

Attributions

Nine guidelines for wording and positioning attributions

- Use full name 1st time.
- Put nouns before verbs.
- Attribution follows quote when quote is one sentence.
- Attribution at end of 1st sentence if multi-sentence quote.

Attributions

Nine guidelines...

- Can set up long quotes with attribution followed by colon.
- Insert attributions in quotes in logical spots.
- Only one attribution needed.
- Begin a new paragraph when you change speakers.

Attributions

Should it be *said* or *says*?

- Present tense appropriate for:
 - Reviews that describe music or drama as if it's happening now.
 - Feature stories.
 - Broadcast newswriting.

Math for journalists

Understand the figures that matter

- Percentages
- Mean & median
- Polls & surveys
- Use graphics
 - Pie charts
 - Line charts
 - Bar charts
 - Fast facts

Idea file

- Simplify.
- Use understandable values.
- Round off.
- Put budget numbers into context.
- Be accurate.

Math for journalists

Understand the figures that matter

- Percentages
 - Increases
 - Decreases
 - Increases of 100 percent or more
- Mean and median
 - Mean is arithmetic average.
 - Median is the halfway point.

Math for journalists

Working with polls & surveys

- The source
 - Was data collected by objective researchers?
- The sample size
 - The larger the sample, the more accurate the survey.
- The questions
 - Kill any pole that uses leading, biased questions.
- Other variables
 - Is survey demographically representative?
 - Is it current?

Math for journalists

Information charts and graphs

- Pie chart
 - Shows different parts that make up the whole.
- Line chart
 - Measures changing quantities over time.
- Bar chart
 - Compares two or more items.
- Fast facts
 - Highlights most important data.

Chapter 4 Summary

- Stories come from sudden, unpredictable breaking news; scheduled events; press releases; and ideas of reporters, editors or readers.
- Press releases, also called news releases, can be newsy or provide briefs or calendar items for the paper. They should always be rewritten to cut fluff and provide balance and fairness.
- Every reporter must learn to select, check, balance and cultivate sources.
- Sources provide depth, context and reliability to a story.
- Sources available to reporters include newsmakers, spokespeople, experts, official records, reference material, and ordinary people.
- Plagiarism is stealing someone else's work and calling it your own. To avoid plagiarizing, reporters quote and credit the source or paraphrase and credit the source.
- Reporters must be careful when researching on the Internet. Fabrications, distortions and misquoted statements abound. To evaluate a Web site's reliability, they should check its authority, accuracy, objectivity and timeliness.

- When news breaks, reporters should go to the scene whenever possible. They can work the phones later. Listening and looking for the human action and emotion at the scene enables them to show readers what it was like — in effect, transporting readers to the scene.
- At the scene, reporters should focus on sight, sound, action and emotion.
- Reporters must take good notes to write a good story. They must listen, interpret, observe and evaluate before they begin to write, so they need a system for recording and organizing data quickly.
- The three most common ways to take notes are notebook, tape recorder and typing.
- While interviewing, reporters should be polite yet firm, asking the questions to which they need answers and not letting the source lead them away from what may be a story.

- Types of interviews include in person (the best way to interview), by phone (for quick interviews or confirmation of facts), by e-mail (a last resort because of the inability to see and hear the source) and at press conferences (better to corner the source after the conference to avoid losing an exclusive story to others).
- To interview successfully, reporters thoroughly plan all stages of the interview ahead of time. They follow many guidelines before, during and after the interview that facilitate the process for themselves and their sources.
- If the source is extremely quotable, the Q&A interview format is a good choice.
- To connect with all readers, good reporters get diverse voices, not just those of white males, into their stories.

- “On the record” means reporters can print any newsworthy information from the interview, attributing the information to the source. Reporters should strive to get all of their information on the record.
- “Off the record” means reporters cannot print the information, but they can try to confirm the information from another source. Reporters should not allow a source to go off the record without their permission.
- “On background” means the information can be used in a story but the source cannot be identified by name. Using an anonymous source is frowned upon by many newsrooms, so reporters should check with the editor to determine their paper’s policy.
- “On deep background” means the information can be used but the source cannot be revealed in any way – not even a hint, such as a “high-ranking military source.” Reporters should check on their newspaper’s policy.

- Quotes make a story more believable and human, but they must be used selectively. They should jump off the page.
- The four ways to use quotes in a story are direct quote (someone's exact words; source must be cited), paraphrase, or indirect quote (reporter's summation of source's words), partial quote (part of a direct quote) and dialogue (a conversation).
- Problems to avoid in using quotes include dull, obvious quotes and quotes that echo a previous statement; quotes used as leads; a string of quotes run in sentence after sentence; curse words in quotes; and distortion of quotes
- Reporters must follow the AP guidelines on punctuation and capitalization of quotes.
- Through attribution journalists cite their sources so that readers understand that the writers didn't fabricate the information.

- Opinions, quotes, and facts that are not common knowledge must be attributed. Obvious facts that we all observe don't need to be attributed.
 - While using a source's opinions, properly attributed, can enhance a story, reporters should avoid injecting their own opinions into a story.
- The wording and positioning of attributions are dictated by specific guidelines, which reporters must know and follow.
- Generally speaking, the past tense, "said," is used in news stories. The present tense, "says," is used in reviews and some feature stories. The tenses should not be mixed.
- "Said" is an attributive verb. "Stated" and "according to" pertain to documents as sources. "Added" or "explained" is correct only if the source is adding or explaining something.
- Journalists need to know some math so that they can interpret and explain budgets, ballots and statistics to readers. They should be able to calculate percentages, figure the mean and the median, work with polls and surveys, and present data in charts and graphs

Interviewing / Observation Activities

- ▶ **Interviewing** Pair up. You are going to interview each other. Three rounds means three different partners. This will help you to focus the interview in the same way reporters focus interviews to get answers for a particular story. The topics are as follows:

Round 1: What did you do during Tomb-sweeping Day?

Round 2: What's the most traumatic (embarrassing, funny, etc.) event in your life?

Round 3: Who has been the most influential person in your life and why?

Observation

Close your eyes. Spend five minutes, with your eyes closed, thinking of your favorite place. It could be your room at home, a football field, a restaurant, a certain store – whatever your favorite spot is.

Now, open your eyes and write about that place. Your goal is to transport me and your classmates to that place through your observations – the sights, sounds, smells – of the place. You should pretend that the others in the room are blind and that the writing will help the others “see” the place.

Ch. 4 eWorkbook - Attributions

1. “I saw people running. Then a big guy in a yellow hat swerved and smashed into me and I didn’t see anything else,” Szelensky said.
2. “A newspaper is a device for making the ignorant more ignorant and the crazy crazier,” H.L. Mencken, one of the most famous journalists of his time, said.
3. “Don’t think of him as a Republican,” said Maria Shriver, who is married to California Gov. Arnold Schwarzenegger. “Think of him as the man I love, and if that doesn’t work, think of him as the man who can crush you.”
4. “I don’t like ketchup on my eggs one bit,” Dorfman said.
“I’m still waiting to hear something that you do like,” Holland said.
5. Michal Smythe, press representative for the company, said the cyclone had wiped out the corporate headquarters.
6. For instance, former CNN reporter Peter Arnett said: “I’m still in shock and awe at being fired.”

Ch. 4 eWorkbook exercises answers

- ▶ The attribution should go after the first sentence.
- 2. Avoid separating the source from “said.” This is one of those awkward attributions that would work better inverted, as in: *said H.L. Mencken, one of the most famous journalists of his time.*
- 3. Well-placed and structured attribution.
- 4. Put the attribution at the beginning of the second quote to avoid suggesting to the reader that Dorfman is still speaking.
- 5. Correct.
- 6. It’s acceptable to set up a long quote by putting a colon after the attribution, but this quote is too short to qualify.

Workshopping Beat Story #1

- ▶ Refer to page 59
- ▶ Lead; Nut graph or second paragraph
- ▶ Check for personal pronouns, passive voice, grammar and punctuation problems.
- ▶ Attribution and Quotes
- ▶ Check for accuracy, fairness and balance, redundancy, cliches etc.
- ▶ AP stylebook

Weeks 6&7 Assignments

- ▶ Next class: May 2
- ▶ Read Chapter 5
- ▶ Submit 2nd draft of Beat Story #1
 - Deadline: Friday, April 26th by 2p.m.
- ▶ Submit Beat Story #2 idea
 - Same procedure as before
 - Deadline: Saturday, April 27th by 10p.m.

Beats

- ▶ Pages 94-5
- ▶ Focusing on specific topics or institutions
- ▶ Story ideas can include profiles, backgrounders, trend pieces, analyses as well as meetings or breaking news.
- ▶ Q: What are some examples of beats?

Beat Story #1 Brainstorming

- Think about some interesting trends on campus or injustices that should be exposed. Think about what you recently read in online newspapers, magazines, or on Weibo. Try to limit your ideas to stories that would appeal to the campus audience.
- Your group should also consider the following questions:
 - Why is this news?
 - Why would you cover this?
 - Who should be interviewed?
 - What information is needed?
 - Consider how the idea could be converted into a story.

Week 5 Assignments

- ▶ Preview p. 92 exercises
- ▶ Read Chapter 5, pp. 94-113
- ▶ Submit Beat Story #1 idea via class blog
 - Deadline: Tuesday, April 15 by 8 a.m.