
Intro to Journalism | LOCALIZATION STORY ASSIGNMENT

Your assignment: Write a 500- to 750-word localization story.

Localization simply means to make the story particularly meaningful to readers in your community. It is examining big events, developments or issues in smaller ways – either by taking a national or global event and examining its impact within the writer's local area or by viewing a broad, thematic problem through the experiences of an individual or group. There are myriad ways to accomplish this task for almost any major national or international news story. For example, there are recent stories in the news about women disappearing from college campuses. You could examine the issue from a Rockhurst angle. For example, how can our campus community stay safe?

Audience. You will write as if the story is for publication in *The Sentinel*. You are writing for the campus audience, which comprises faculty, staff and students.

A FEW TIPS

A simple way to add a local angle to a national news story is to ask a series of questions:

- Could it happen here? Why or why not?
- How does it affect my community?
- Are any individuals in my community particularly affected?
- Is there a local expert who can help my readers understand the issue? A Rockhurst professor, for example.
- Have local officials made any statements? Are we prepared? Are steps being taken to address potential safety issues?

THE BASICS

1. Choose a topic with national or regional significance and localize the story.
2. Interview at least **THREE** people.
3. Provide contact information (name, title [if appropriate], e-mail address and phone number) for your sources and turn it in with your story.
4. Write the story in journalistic style. Use "Inside Reporting" as a resource.
5. Include quotes that add color and interest to the story; well-structured paraphrases, attribution in correct format
6. Include factual details, particularly background information needed to remind readers of the common facts about the situation that led to the story.
7. Adhere to AP Style.
8. Remember the basics: Organization. Spelling. Grammar. Proofreading ☺
9. Ask questions. I'm happy to help.