STORY ASSIGNMENT THREE – ONLINE STORY

Journalism 2000 • Fall 2016

Due: Nov. 15 (draft due Nov. 10)

Online package must include:
- ☐ Main story of at least 500 words
- ☐ At least two related hyperlinks
- ☐ At least one photo (either shot by you or legally acquired by you; can't just swipe a photo from Google)
- ☐ A sidebar
- ☐ One complementary multimedia element. Examples: An audio clip you've collected, edited and posted; a video clip you've created; a table of information you've compiled; a Google map you've created; or a photo gallery you've built.
- ☐ Direct quotes from at least two people.

Guidelines:

1. Select a topic of interest to the Rockhurst University community.

2. Write the story using the guidelines for digital journalism as discussed in class and in Chapter 8 of your textbook (for example, chunk your information, use bullet points, etc.).

3. Be sure to include an appropriate headline and subheadings.

4. Begin your story with an appropriate lead. You may choose whether to use a soft lead or a hard lead based on the subject and material. (Make sure to include a nut graph if you use a soft lead.)

5. Your sidebar should be 75 – 150 words. A sidebar is simply a shorter piece that accompanies a longer article, and it may complement or contrast the article it's placed with. Instead of including all the main points of the event, the sidebar focuses on just one aspect of it. Good ideas for sidebars include a dissenting opinion, resources for further information, a true-life applicable story that goes with the article, an expert's viewpoint, etc.

6. Provide contact information (name, title [if appropriate], e-mail address and phone number) for your sources and turn it in with your story.

7. Adhere to AP Style.

8. You can either create a website/blog post, or you can just mock up your story and include all the related elements. If you choose to mock it up, you would tell me what your hyperlinks are and where they would go, include a print-out of the photos for your slideshow, etc.

PRESENTATION GUIDELINES

You should prepare a 5-7 minute presentation of your multimedia package.

Guidelines:

- Include an introduction with an attention-getter and a preview of your main points
- Discuss your rationale for your story
- Talk about your decision-making process. How did you determine the elements you wanted to include? Were there other elements you considered but did not include? Why?
- Describe each element of your multimedia package.
- Briefly discuss what you learned from the project.
- Include a conclusion that wraps up your presentation.
- Include a visual aid.