

## CHAPTER

# 2 ONLINE NEWS IS STILL NEWS

This chapter will teach you how to identify:

- The characteristics of information that give it news value.
- The elements that need to compose any news story in any medium.

Logging on to the Internet one morning, you find 14 new e-mails in your inbox. Nine are spam, two are newsletters and three are from people you know. Your mom has sent you her flight information for an upcoming visit, and a high school buddy has sent you a link to a YouTube video of his band. Your younger cousin is alerting you to federal legislation that would increase the tax on candy bars—a hoax, of course, that you already know about. Seven of the messages offer links to stories on news websites and blogs. With CNN on in the background, you've already heard most of the news headlines for the day, so you click over to Facebook, where several hundred status updates are waiting for you.

Less than 15 minutes after turning on your machine, you update your own status: "Overwhelmed."

With so much "stuff" on the Internet, what are we really talking about when we discuss "online journalism" and "news"? Journalism has never been simply about publishing and distributing facts. In reality, it is far more nuanced. Journalism is the exercise of judgment and discretion by people trained to organize information in a way that makes it meaningful to specific audiences.

While the Internet provides unlimited space to publish news and offers an exciting array of new storytelling tools and techniques, today's information overload highlights the need for journalists who understand how to turn information into news. If you hope to have your message cut through all the others that bombard the audience each day, then you have to know the characteristics of a good news story in any medium. Familiarity with traditional news values and news elements will help you decide how to use one or more of the three pillars of online journalism—multimedia, interactivity and on-demand delivery—to make your story more relevant and memorable to your audience.

The arrival of the Internet changed many things, but it did not change the role of the news in a democratic society. Freedom of the press is a right guaranteed in the very first amendment to the U.S. Constitution. With this right comes responsibility: the responsibility to report the truth. Truth—complete, precise and proven—is critical to journalism because of its role in ensuring that democracies and free markets work. Today, journalism remains what it always has been and always will be—it's true, it's new and it matters to you.

In the middle of the 19th century, Scottish writer Thomas Carlyle referred to reporters and editors as “the Fourth Estate,” noting that their activities placed a check on those of the other three estates: nobility, church and commoners. In an American context, the Fourth Estate might be translated to mean that journalists act as a check on the three branches of government: executive, legislative and judicial. Journalists report on all facets of government. They want their audience to know its representatives and understand political processes so that each person in a democracy has the ability to make fully informed decisions about the government for which they share responsibility.

Journalism holds powerful people accountable. Thomas Jefferson saw journalism as a potent censor of government. He called it the “tocsin”—or alarm bell—of his new nation and noted that “those who fear the investigation of their actions” were the most likely to seek limitations on press freedom. But if journalism is an alarm bell, then it is one that people learn to ignore if it clangs on unabated with the same insistent monotony. Journalists must seek out new information—information concerned more with the threats and opportunities that lie just over the horizon than with the miscellanea of daily life.

In the 5th century B.C., when the Greek writer Herodotus traveled far from his home country and returned with tales of the people he met, he was practicing a form of journalism. Seeking neither personal fortune nor political favor, Herodotus went to parts of the world that were hidden from Greek view and illuminated them for his countrymen. His stories were probably meant to entertain as much as they were intended to inform. In telling them, the ancient Greek offered proof of just how complex and interconnected the peoples of Europe, Africa and Asia were already becoming more than 2,500 years ago.

Journalistic narratives should be rich and engaging, but entertainment and news are not the same thing. What's the difference? Consider honeybees. Upon returning to the hive after a reconnaissance mission, the bee shakes its rump amid the gathered crowd. Why does it do this? Is it a mating ritual—a seduction meant for a single other bee but not for all? Or is it just the latest honeybee dance craze—entertainment and raw self-expression? In fact, scientists have discovered that the honeybee “shake” is a form of information: the bee is conveying to the folks back home where they can find some good nectar. The bee is reporting news of the shared world.

So even bees know what news is. News is information that does something—that is, it is information that can be put to use by the person who receives it. In the crowded and sometimes frantic hive of the online world, your efforts as a journalist will stand out only if it is relevant to your audience. In Ralph Ellison's novel “*The Invisible Man*,” the narrator

notes the power of the press when he wonders who will tell the stories of African Americans in a way that will make them relevant to a society that doesn't even see them: "All things, it is said, are duly recorded—all things of importance, that is. But not quite, for actually it is only the known, the seen, the heard and only those events that the recorder regards as important that are put down, those lies his keepers keep their power by. . . . Where were the historians today? And how would they put it down?"

You, the journalist, are the historian today. You will decide which people and which events qualify as news. You are charged with writing a first draft of history. At the same time, you are a pioneer, faced with the challenges and opportunities of inventing new ways of recording and conveying the news. While this book will help you use news tools to tell stronger stories, you must first learn how to identify the stories worth telling. In this chapter, you will learn the characteristics of information that give it news value, and the traditional elements that need to be a part of every news story in every medium.

## NEWS VALUE

What is it about a news story that makes you want to e-mail a link to a friend? What is it in someone's status update on Facebook that makes you sit up and say OMG? The answer is **news value**—certain characteristics that distinguish news from all other kinds of information. For example, if news is information that does something, it is more precise to say that news is information that does something *right now*. That is, it exhibits immediacy, or timeliness. Timeliness is a news value. In this section, we will examine the eight traditional news values:

1. Timeliness—How recently did the events in your story unfold?
2. Proximity—How geographically close is your audience to the setting of your story?
3. Impact—What direct effect will your story have on your audience?
4. Magnitude—How many people were involved in your story? How big was the area affected by your story?
5. Prominence—How familiar is your audience with the main people in your story?
6. Conflict—Are there disputed perceptions or desires that your reader needs to consider? Have they been resolved?
7. Novelty—How unusual is the subject of your story?
8. Emotional appeal—Aside from the information your story conveys, how does the story make your audience feel?

Knowing these eight characteristics helps you keep an eye out for news and, once you've done the reporting, helps you organize and emphasize the right information for your audience. This is true in any medium. But in online journalism the ability to identify the

## Q Online Module 2

**Analyze news values in award-winning stories**

news values in a specific story serves another important purpose: it helps you choose the best tools for telling the story. Certain storytelling techniques of online journalism are more appropriate for stories that emphasize certain news values.

**Timeliness**

Breaking news drives people to the Internet. News sites such as CNN and CBSNews saw their traffic jump 500 percent in the hours after news broke about the death of Michael Jackson in 2009. In 2001, many news websites went down as a global audience rushed online to find updates about terrorist attacks in the United States. On any given day, the top search terms on Google will be related to some sort of breaking news or cultural event.

Journalists have always emphasized their efforts to get the audience the most current information available. Traditionally, reporters and editors thought of the news value of timeliness in terms of their product's publication cycle. Monthly magazines would tie their stories to events that had happened during the 30 days since they had last communicated with the audience, and the stories would be written to stay as fresh as possible until the next issue. Newspapers would break a story one day and immediately start working on a "second day" story, which would be framed by the assumption that readers had seen the initial report. Television news operations might report an overnight robbery on their morning program and lead the evening broadcast with an update on the investigation.

**On-demand delivery.** Breaking news is a clear demonstration of the Web's ability to customize information and deliver it on demand. Unlike traditional news media, the Internet has no cycle. Websites never go off-air, so the audience expects them always to be up-to-date—even in the middle of the night. Even when people are away from their computers, they receive breaking news alerts via mobile phone.

Weather reports are the most commonly-sought news stories on all devices connected to the Internet. On mobile phones, sports scores, traffic and financial information—all topics that have value only if they are current—are among the most popular types of content.

**Live video.** When you're reporting a story that's happening *right now*, live video or audio will convey more information more quickly than even an onsite reporter typing text. An image is worth a thousand words—but it takes an awfully long time to type a thousand words. According to a December 2009 Pew Internet and American Life Project poll, more than 60 percent of people who use the Internet watch breaking news video online.

When the president speaks, news organizations first play the live video and later write a news story. During a high school sporting event, a local news site will stream live video of the game and write up a summary afterward. Even when reporters live blog an event, the text updates appear once every several minutes while the video is updated every second—actually, up to 30 times per second.

**Live text.** If you do not have the ability to transmit live video of an event on your website, it will usually be quicker to write a story than to shoot and edit a video to be

posted later. Most news stories break online via a single text headline or brief paragraph. A blog is another way to emphasize the news value of timeliness when your story calls for it. A blog's format places the most recent post at the top of the page.

### Proximity

Ease of international travel and instant global communication notwithstanding, many of our information needs remain grounded in our geographic location at any given moment. Newspapers, long confined by the logistics of delivery, and broadcast news operations, by the reach of their signals, have historically given more coverage to the cities in which their audiences lived than to cities outside their distribution areas. Presumably, the audience in St. Paul, Minn., is more interested in the actions of the St. Paul school board than those of the Minneapolis school board.

Today, when you can sit at your computer in St. Paul, Minn., and get news from sources in St. Petersburg, Fla., and St. Petersburg, Russia, as easily as you can access the hometown paper, emphasis on local coverage among local news organizations is essential. National and international news will reach the audience from a variety of sources, but the St. Paul Pioneer Press may be the only source of news about the schools to which local residents send their children. Even as national and international news stories crowd the Internet, reporters and editors are on the lookout for unique "local angles" more than ever before.

**On-demand delivery.** One of the challenges facing journalists today, both online and off, is that people very often do not work, play, worship and shop all in a single city. When the news can reach anyone, anywhere, at any time, the definition of proximity becomes more dynamic. Using the news value of proximity doesn't mean only making it clear how the story is about *right here*. It really means creating information that is relevant to *right here, right now*.

**Multimedia.** Online news organizations use databases and maps to pinpoint information on crimes, snowfall amounts and traffic conditions that site visitors can have delivered on demand. The growing use of mobile phones with high-speed Internet access is making the news value of proximity increasingly important. People today are using tools that help them obtain information not just about the city where they live or work, but about the exact road on which they are driving at a specific moment or the precise block on which they are looking to buy a fruit smoothie. By using phones and other devices equipped with **GPS** technology, consumers expect a news organization to provide customized information—information that does not rely solely on a typed-in zip code but that changes automatically as the consumer moves around.

### Impact

Creating news reports for mass media can be challenging because every person in the audience gets the same version of a story, or the same collection of stories. Traditionally, this

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Page last updated at 13:47 GMT, Wednesday, 24 March 2010

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## Budget 2010 Q&A: How it affects you

The Chancellor, Alistair Darling, has delivered his Budget for 2010.

What is in it for you?

Home buyers

Stamp duty on properties worth up to £250,000 will be suspended for the next two tax years, but only if you are a first-time buyer.

But this is not an outright tax give-away. A new higher rate of stamp duty on land will come in at 5% on properties worth more than £1m, though from 2011.

If you want know more Toyota, go to the source  
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**TOYOTA**

When dealing with stories that have significant impact on your audience, text will convey information better than audio or visual elements.

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## Budget calculator 2010

Are you a Budget winner or will your wallet or purse soon feel lighter?

Chancellor Alistair Darling has delivered his third Budget, six weeks ahead of an expected election date and with the economy finally emerging from recession.

Use our Budget calculator, developed by accounting firm KPMG LLP (UK), to find out how the Budget will affect you during the financial year starting in April 2010. Find our full Budget coverage here.

Calculator basics:

\* The tax system is complex, and the model used below gives only an indication of the Budget's impact.

\* Your personal information is safe - all calculations are carried out on your computer.

Your details

Sex ☒ Male ☐ Female

Age

Number of children under 16

Average weekly hours worked

Marital status ☐ Single ☐ Married ☐ Civil Partnership ☐ Co-habiting ☐ Divorced

On the Web, users can take advantage of interactive tools that customize information and illustrate individual impact more directly.

mobile phone app to find the very next showing of a given film at the theater closest to their current location. In times of war or natural disaster, journalists can save lives by helping people know where to go to avoid danger at any given moment.

fact has forced journalists to highlight information that will be relevant to the broadest possible audience. In reality, though, each person in the audience is asking just one question: "OK, but how does this affect *me*?"

When members of the audience are able to choose their own news diet and receive select information on demand, they are more likely to put a priority on the information that will have the most impact on their own lives. Journalists don't have the time to write a unique version of every story for every member of the audience. The challenge for journalists, then, is to figure out how to use technology to find an efficient way to tell stories that can be personalized.

**On-demand delivery.** The news value of impact often goes hand in hand with the news values of timeliness and proximity as people seek information that is tailored to a specific time and location. For example, movie times used to be one of the most popular features of a newspaper. But today it is easy for people to use the Web or a

**Text, audio and video.** Because the impact of a news event is not always obvious, text is often a better tool than audio or video for conveying impact. Carefully written words based on carefully conducted reporting can explain the context of a situation and illuminate invisible connections between the subject of the story and the reader in a way that no other medium alone can. Few images can successfully convey how a story will affect each individual; text provides ready interpretation that allows visitors to assess impact from a personal standpoint.

**Interactivity.** The Web's ability to foster interactivity with the audience allows the creation of a feedback loop. Individuals can share with you, the journalist, as well as with other site visitors the ways in which a general trend might be exerting an impact on specific people.

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**NEWS Have Your Say**

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**How has the Budget affected you?**

13:38 UK time, Wednesday, 24 March 2010

The political parties are drawing up their election battle lines around the economy following the Budget. What did you think of it?

Chancellor Alistair Darling announced that stamp duty will be scrapped on house purchases up to £250,000 for first-time buyers. He also said planned fuel price increases will be phased in to soften the blow.

Conservative leader David Cameron accused the Labour government of stealing Tory policies on stamp duty and the strong cider tax, and of "leaving it to the next Conservative government to clean up the mess." Meanwhile, the Lib Dems said both the chancellor and David Cameron were "in denial" about the scale of cuts needed to address the deficit.

Will this Budget leave you be better or worse off? Has the Chancellor made cuts in the right areas? Do you think cuts of £11bn in spending are achievable? Are you affected by the stamp duty changes?

**About this site**

This is Have Your Say from BBC News, where we offer you a platform to debate key stories in the news. Here are some tips on taking part in our debates.

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If you aren't sure what RSS is you'll find our beginner's guide to RSS useful.

Journalists at the BBC wrote a story, produced a video and created a calculator to tell their visitors how the British budget would impact them. But they also created a forum to ask the site's visitors about the budget's impact.

## Magnitude

The news value of magnitude shows up in news stories in many different ways. An 8.2 magnitude earthquake does more damage and kills more people than a 2.8 magnitude earthquake. It is bigger news because of its bigger magnitude.

Events become more important when they impact more people. The 7.0 earthquake that hit Haiti in 2010 was smaller than the 7.2 earthquake that struck near the Mexico-California border a few months later. So why was the Haiti quake bigger news? The quake in Haiti killed more than 200,000 people. The Mexico quake killed only 2.



This image shows the destruction in Port-au-Prince following the January 2010 earthquake.

SOURCE: Reuters

### Photos and video.

Visual elements such as photographs or video should be included with any report about an event that is news because of its magnitude. Video, with its ability to pan across large areas or zoom from the foreground to objects in the background, can help convey a sense of size and distance. Taken from the right perspective, photographs do a great job of showing the relationship between the sizes of two things—whether they be a town and a tornado or a coin and a caterpillar.

**Audio.** Sound is also a multimedia tool that can convey information on magnitude. From rocket launches to protest marches, if the magnitude of your story is measurable in decibels, then audio is the medium for you.

**Text.** Of course, the magnitude of an event may unfold over time, making it difficult to capture with audio and visual reporting. Consider stories about a sudden increase in cases of domestic violence or an all-time high in the unemployment rate in your county. In stories where the magnitude must be explained, or where things are not as they first appear, text may be the only way to ensure that your audience is not left with a false impression of the world.

### Prominence

In many cases, the very definition of prominence is a well-known face. When we see the face of someone who is famous attached to a news item, we tend to pay more attention. There are entire magazines devoted to photographs of prominent people—*People*, *UsWeekly*, *Sports Illustrated*. In online media, as in any other, when your story is about a prominent person the audience will want to see his or her face.

**Photos and video.** When you have both photos and video, which do you use? Video can show nonverbal communication cues that are difficult to convey in still photography. These cues can be important to understanding the motives and mindsets of public figures. Another question to ask yourself when determining whether to use photos or video is



whether your audience wants to *hear* something the person said, or whether *seeing* the person is enough.

**Audio.** Sometimes, audio alone carries the true power of the narrative. Hearing the voice inflections of a prominent person can create a powerful connection with the audience. Reading a transcript of Martin Luther King's "I Have a Dream" speech, or seeing a photo of him standing on the steps of the Lincoln Memorial, is interesting. But to hear King actually deliver the speech is inspiring.

**Text.** Not every prominent person has an instantly recognizable face or memorable voice. While frequent viewers of CNBC could perhaps identify the face of the chief executive officer of Bank of America, most Americans probably could not. Text descriptions may be necessary to tell your readers who a particular person is and why he or she is prominent.

**Interactivity.** Seeing, hearing or reading about a prominent person often leaves an imprint. But to actually interact with a prominent person can be an indelible experience, capable of creating deep and lasting memories. With their privileged access to powerful people and historic events, journalists have long been the gatekeepers of communication between sources and the audience. Part of the traditional job of a journalist has been to connect people with one another. In some ways, a journalist is the medium of a conversation. And even in a world where powerful people can and do talk to the masses via Twitter, Facebook and their own blogs, journalists still play the role of host by guiding the conversation. When the subject of a story is a prominent person, the audience will naturally be drawn to an opportunity to chat with him or her.

Interactivity and on-demand delivery. Today we

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## Politics

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### LIVE: Ask the governor

BY TIMES-DISPATCH STAFF REPORTS  
PUBLISHED: APRIL 9, 2009  
UPDATED: APRIL 10, 2009 4:19 PM

6 Comments | Post a Comment



Gov. Kaine will participate in a 30-minute live online chat with TimesDispatch.com users beginning at 3:45 p.m.

[Live](#)

Journalists for the Richmond Times-Dispatch moderated a live online discussion between Virginia Gov. Tim Kaine and site visitors in 2009.

## Sports

## Football coach who tackled kid gets fired

Petero, 36, also faces felony child abuse charge for nailing player at game

msnbc.com news services  
updated 9:36 p.m. ET Sept. 7, 2006

STOCKTON, Calif. - A youth football league has fired an assistant who was caught on video charging onto the field during a game and leveling a 13-year-old player from the opposing team. Cory Petero, 36, of Riverbank, has also been banned for life from the league following the incident during a weekend game in Stockton, KCRA reported.

"This is a very serious offense. This coach won't be coaching in the league anymore," said Jim Hall of Delta Youth Football.



Video of acute conflict, such as this video of a football coach attacking a 13-year-old player in 2006, helps viewers determine the context of the action.

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News > World news > Democratic Republic of the Congo

## FAQ: Crisis in the Congo



Chris McGreal, Africa correspondent  
guardian.co.uk, Sunday 2 November 2008 16:12 GMT  
Article history

## Why did David Milliband go to Rwanda when the crisis is in Congo?

Rwanda has been heavily embroiled in Congo since more than one million Hutus fled there in 1994, led by extremists responsible for the genocide of around 800,000 Tutsis. The extremists used the cover of the UN-run camps to continue attacks which led Rwanda to invade in 1996, beginning a cycle of conflict that continues today with various armed groups, the Congolese army and Rwandan Hutus competing for territory and control of mining interests.

There is particular focus on Rwanda now because it is accused of backing the Tutsi rebel leader, Laurent Nkunda, who is threatening Goma and whose attacks on government forces have forced about 250,000 people from their homes in recent weeks.

Text, such as this 2008 FAQ explaining the crisis in the Congo, can more quickly summarize long-standing animosities.

can access websites such as Flickr and Facebook that are dedicated to sharing the photos of the ordinary people who are important to each of us. With apologies to Andy Warhol, today it is said that everyone is famous to 15 people. A journalist's job is to figure out which people are prominent to which part of the audience. **Hyperlocal** or community news sites are based on the understanding that people love true stories about real people they know—not just about celebrities, politicians and CEOs.

## Conflict

Conflicts and their causes play an important role in all forms of storytelling, including journalism. Reporters tell stories of conflict not for dramatic effect, but to hold people accountable for their actions and to improve chances for resolution to long-standing animosities. Because conflict can take on many different forms, journalists have to consider the type of conflict before determining how to tell the story.

**Videos and photos.** When conflict is an acute action—whether a fist punch or a verbal joust—video does a tremendous job of capturing it. And photos can emphasize the exact moment of impact when that is important.

**Text.** Conflict in the news often involves multiple points of view or critical nuances that must be taken

into account when considering accusations that one person or group levels against another. Rarely do visual media allow the audience to determine motivation. These details are best described with careful word choices.

**Interactivity.** A quick survey of online news stories will reveal that the articles that garner the most comments are those on politics and sports—two subjects in which conflict is inherent. Conflict can be heightened or resolved through interactivity, depending on how the conversation is framed and moderated.

## Novelty

As the old saying goes, it isn't news when dog bites man—but when man bites dog. Perhaps a useful definition of "news" is one that highlights the unpredictable: any time the world doesn't behave as we expect.

**Video.** There are some things that are so unexpected that they have to be seen to be believed. When the subject of your story is an odd action, video is a great medium with which to tell it.

**Photos.** Photos give the audience more time to ponder the true novelty of unusual subject matter. When the thing that must be seen to be believed does not involve an unusual action, photos can tell the story better than video.



### Local Doctors Do Brain Surgery Through The Nose

11 hours ago - CBS 11 Dallas 2:28 | 38 views

A diagnosis of a brain tumor can be pretty devastating, but imagine your surprise when the doctor says they can remove it through your nose! It's the most non-invasive brain surgery out there, and...



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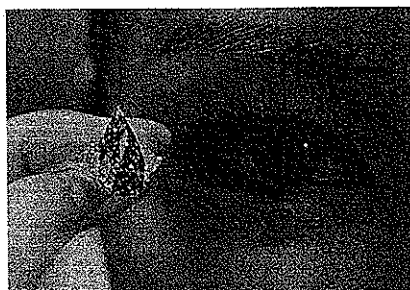
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A rare 5.16-carat blue diamond, seen here on display at Sotheby's, sold at auction for 8.4 million US dollars in Hong Kong on Wednesday, confirming Asia's fast-growing taste for the precious stone. (AFP/Photo Claude)

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21 users recommend

Photos of unusual items are often among the most popular among visitors to online news sites. This AFP photo from Yahoo News also illustrates how photos can be used to convey magnitude.

**Interactivity.** The more unusual the subject of a story, the more likely it is that the audience will have questions as it attempts to fit new information into old ways of thinking about the world. Journalists can use interactivity to connect the audience with experts who can field questions and help increase understanding of the story.

## Emotional Appeal

In telling stories journalists look for real-world heroics and tragedies that no novelist could dream up. Stories that evoke the hopes and fears of the audience tend to be widely discussed and long remembered.

**Video and photos.** Many stories are driven by the emotional appeal they have on the audience. Visual journalism is an effective tool for conveying such stories. Videos can be

emotionally powerful, and a photograph can be more powerful. With videos, moments of joy or tension pass in real time. With photos, however, emotions are captured and frozen. A word of caution: your audience may find some newsworthy images more disturbing in photographs than in video.

**Audio.** Because people tend to listen to news at times when and in places where they are alone, audio can be an intimate experience. Series such as "This I Believe" or "Story Corps" on public radio have made the

The screenshot shows the BusinessWeek website with a forum thread titled "BW Business Schools R55". The forum is a message board where users discuss MBA waitlists. The thread includes several posts and replies, with the most recent post being a reply to a post about the Cornell waitlist. The forum interface includes a search bar, a login button, and a list of recent discussions. The posts are dated and include the number of replies. The thread is titled "BW Business Schools R55" and is part of a larger discussion about MBA programs.

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**BW Business Schools**  
BusinessWeek's comprehensive guide to business schools.

Recent Discussions

- Kellogg Class of 2012 - WAITLISTED - R1 (123)
- Visiting Schools before Applying- Help! (9)
- Wharton reputation (45)
- Wharton class of 2012 - round 3 (11)
- London Business School - 2010- Round 3 (33)
- Rankings by Acceptance Rate - Stanford (13)
- Ask MBACrystalBall - Indian Candidates (382)
- INSEAD Jan. 2011 Applicants (60)
- Does construction professionals need MBA (1)
- stanford gsb waitlist (54)

**RECENT POSTS**

clibb  
"good luck guys. I've just removed my name from the waitlist as I got into HBS and will be matriculating there."  
View Full Message

Rhokd1  
"Ok, now we have different opinions. I think I have a more "rational" opinion than Jinsit. :) The visits were important to me because, looking at..."  
View Full Message

Kesha  
"? Hostility to Wharton"? Because I said it is the universally recognized #3 school? That's "hostility"? Really?? Am I hostile to Kellogg or..."  
View Full Message

**MBA TOOLKIT**  
Links to BusinessWeek B-school resources to help get you in, pay for it, and get a great job.  
Getting In  
Rankings and Profiles of B-School Programs  
Over School or Specialty  
Admissions Q&A  
(MBA/MS/PhD/Executive)

**B-School Life**  
B-School Forums  
B-School Calendar  
B-School Blogs

84370.6 Reply to 84370.5

Has anyone been taken off the Cornell waitlist yet?

84370.7 Reply to 84370.6

I know a few R1 people who were taken off the waitlist but I am not aware of anyone who was wait-listed after R2 and is in now.

84370.8 Reply to 84370.7

Thanks whizee....I thought the adcoms haven't looked at any of the waitlisted candidates yet.....do you know how many were taken off?

84370.9 Reply to 84370.8

Hi everyone..  
I just joined this forum..I am a R2 waitlist at Cornell...any idea how many people have already been taken off the waitlist for the full time MBA class of 2010?

For applicants to MBA programs, the message boards on Business Week's website have become a mandatory stop for both commiseration and practical advice.

voices of ordinary people so compelling that the stories told can move listeners to tears.

Phil Bronstein, the editor of the San Francisco Chronicle who came up with an idea to turn the voice messages of irate newspaper readers into a podcast, told a columnist for The Poynter Institute that emotional appeal was part of the reason he thought the idea worked. "Because this is an audio feature, I think [you get an added] intensity and uniqueness," Bronstein said. "These are not things that you'll hear in the normal course of the day. . . . [They're] unpredictable. . . . In audio, you can sort of hear how people feel."

**Interactivity.** Often, the emotional appeal of a story comes only after someone shares it with a friend. Interactive online conversation can connect people on an emotional or practical level.

The eight traits that determine the news value of information do not change, even as the methods of conveying the values do. News isn't everything that happens to everyone. The mundane events of daily life become news only when they're reported in a way that communicates their news value. To put it another way, news value is the reason for telling a story.

## NEWS ELEMENTS

News value provides the reason for telling a story, but how exactly should you go about creating your story? The **news element** is the basic building block of a story. Every news story has to contain the answers to six questions: *Who? What? When? Where? Why? and How?* Together, the answers to these questions comprise the essential elements of every news story.

In traditional newswriting, the first paragraph, or lead, of a story includes the most important news elements. If you are telling a story about a prominent person, then you must tell the audience who it is. If a story has news value because it is taking place near your audience, then you have to tell the audience exactly where. News elements and news value go hand in hand. The more accurately and precisely you provide information about the news elements, the more clearly your audience will understand the news value of your story.

Today's online news stories are no different; they too must contain the essential news elements. In fact, in the case of online news it is these very elements that are most helpful in determining which tools to use to tell the story. In print news stories, leads that attempt to answer all six questions in the first paragraph often fold under their own weight. The sentences become complicated and the paragraph gets too long. Similarly, online news stories that try to use all tools equally don't give the audience any clear place to begin. As an online news producer, it is your task to make crucial choices: Should you create a story that is told primarily as an interactive map but supplemented with photos? Should you write some text and then embed a video next to the paragraphs? Should you use a live

discussion, with links to searchable databases? Journalists today have an unprecedented array of storytelling techniques from which to choose—and an unprecedented burden to choose their techniques wisely.

## Who?

Reporters search high and low to put human faces on their stories. Sometimes those human faces are used to tell a story through anecdotes—the health care debate through the eyes of a family with a chronically sick child, or the financial crisis through the struggles of a woman who lost her job and retirement savings at age 58. In many cases, names alone make news. Apple CEO Steve Jobs and former president George W. Bush can make news when they do something that for the rest of us would be completely ordinary, for example, celebrating a birthday or undergoing outpatient surgery.

**Audio, video, photos.** Any time you have a story in which the “Who?” element is prominent, you’ll certainly want to talk to the subject of your story. Interviews are the key to any personality profile. As you’ll learn in the chapter on multimedia reporting, interviews are conducted differently for different media. And by using different media, journalists can emphasize different elements of the interview.

Reporters for newspapers and magazines have long faced the challenge of capturing in their writing the exact tone and body expressions of their interview subjects. With multimedia journalism, reporters can craft compelling text but also record on audio or video their subject’s voice inflections and body language for their audience to hear and see.

Video journalists are subject to tight limits on the length of their stories, forcing them to pare down interviews to brief sound bites—with the bulk of an interview typically ending up on the cutting room floor. Online news, however, avoids such waste. Reporters can post the audio or video of the most compelling quotes from an interview inside a longer text story that provides the audio and visual elements with both perspective and context.

**Interactivity.** Stories that are driven by human drama or prominent personalities can have a deep impact on audience members and connect them with our shared humanity. Online journalists can make these connections literal by creating opportunities for interactivity. Conversation isn’t about technology; it’s about people. And when you have interesting or prominent people who play an important role in your story, discussion boards or live chats with the subjects of the story emphasize the “Who?” news element.

Finally, the rise of social networks has seen members of the online audience spend more and more of their time monitoring the latest news about their friends and colleagues, perhaps at the expense of learning about the lives of people who are very different from themselves. The value of professional journalists is that they seek out stories from people who don’t have hundreds of followers on Twitter or friends on Facebook. Perhaps a fundamental question of journalism is changing from “Who?” to “Who else?” or “Who isn’t?”

## What?

Perhaps no question is uttered in newsrooms more often than “What’s the story about?” Even the most prominent people in the world have to do *something* in order to make news.

Video. If the “What?” of a story is an action that takes place over a relatively short period of time, it can unfold before your audience’s eyes—that is, if you’re smart enough, and lucky enough, to have recorded video of the action. Think about how you feel if you walk away from the TV at a key moment in a basketball game, or out of the movie theater at a decisive moment in a thriller. At the very least, you’ll want to ask someone, “What just happened?” Their recounting of the action may have to suffice. But, if you can, you’d really prefer to rewind the video and see what just happened with your own two eyes.

WashingtonPost.com > Live Q&As

### Video shows death of 2 Reuters employees in Baghdad attack

David Finkel  
Washington Post Staff Writer  
Tuesday, April 6, 2010; 1:30 PM

Pulitzer-winning Post staff writer David Finkel discusses newly released video of a 2007 helicopter attack on a Baghdad suburb, which led to the deaths of two Reuters employees.

Finkel wrote about the battle in his book *The Good Soldiers*, a chronicle of ‘the surge’ in Iraq ‘the surge’ through the experiences of a battalion of soldiers known as the 2-16.

David Finkel: Hi everyone. Thanks for joining this chat. We got to see an edited version yesterday of a



In an online chat with Washington Post reporter David Finkel, the news organization embedded the video under discussion: a leaked video showing U.S. troops firing on a group of unarmed men.

The “What?” of a story isn’t always the action, though. Sometimes the story is about an object—a new medical device or a strange fish. In rare cases, objects can make the news without doing much of anything. Their mere existence is interesting enough. It is easy to imagine the audience looking at a photograph of a newly discovered, and oddly configured, sea creature and exclaiming, “What is *that*?”

For stories that are published online, the “What?” of a story holds special importance because it is often the descriptor that people type into a search engine when they want on-demand delivery of information about a particular topic. In Chapter 5, on editing for searchers and scanners, you will learn how online news producers use the “What?” of a story in headlines and HTML metadata to make it easy for search engines to find their stories.

TIME

## Photos

INSIDE: Main | Today in Pictures | Pictures of the Week | Pictures of the Year | Graphics | TIME C

## The World's Ugliest Dog Show

1 of 12 &lt; BACK NEXT &gt;



JUSTIN SULLIVAN / GETTY

## A Face Only a Mother Could Love

The World's Ugliest Dog competition, now in its 21st year, is held at the Sonoma-Marin

While it might be interesting to read about how the World's Ugliest Dog competition got its start—and then kept going for 21 years—this story on the Time website grabs the audience's attention by showing some examples of the contestants.

Google

world's ugliest dog show

Search

Advanced Search

Web (f) Show options...

Results 1 - 10 of about 1,260,000 for world's

**World's Ugliest Dog : Animal Planet** ☆

Welcome to the World's Ugliest Dog contest. Big or small, hairy or bald, they're all here. ...

How Dog Shows Work - How Dog Training Works ...

animal.discovery.com/features/ugly-dog/ - [Cached](#) - [Similar](#)**Animal Planet :: World's Ugliest Dog Competition** ☆

About the Show, small text, large text. Animal Planet goes to the Sonoma-Marin Fair in Petaluma, California for the 18th Annual World's Ugliest Dog Contest. ...

animal.discovery.com/convergence/ugly\_dog/.../about.html - [Cached](#) - [Similar](#)

(f) Show more results from animal.discovery.com

**Sonoma-Marin Fair** ☆The World's Ugliest Dog Contest is produced by the Sonoma-Marin Fair ... Models from the Ugly is the New Beautiful Fashion Show will be on hand as well. ...  
www.sonoma-marinfair.org/uglydogcontest.shtml - [Cached](#) - [Similar](#)

I'm sorry ...  
what did you  
say that story  
was about?  
A contest for  
the world's  
ugliest dog?  
Oh yeah ...  
I'm going to  
need to  
Google that.



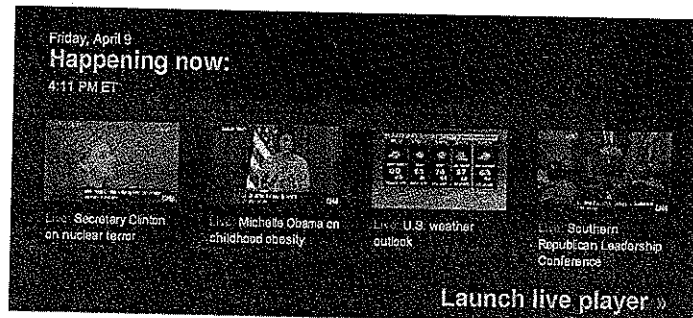
## When?

In online journalism, or any other 24/7 news medium, the answer to the question "When?" is very often "Right now!" From stock prices to medical breakthroughs, the online news audience wants the latest information.

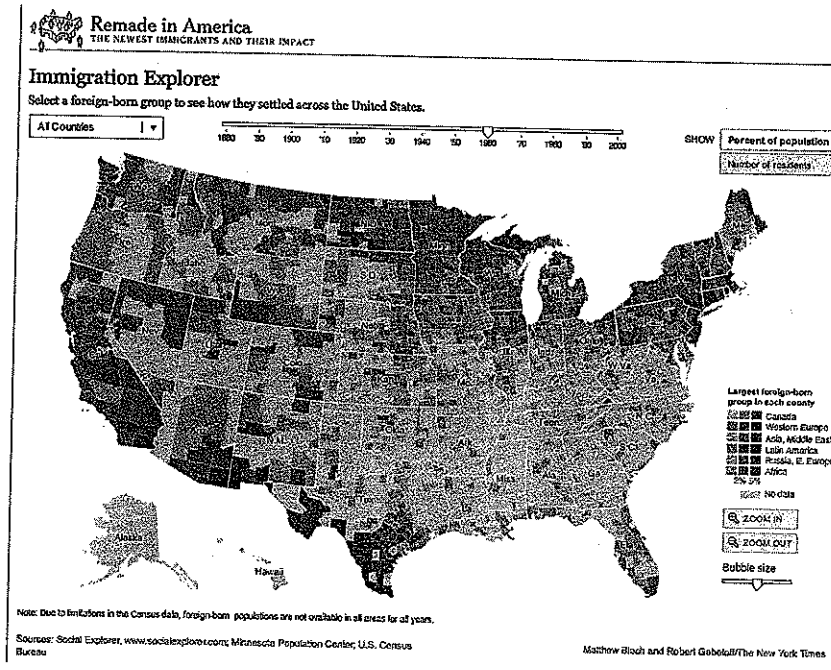
**Live video.** In many cases, live video can be used to add the "When?" element to a story. Reporters in the field with no more than a mobile phone can now send live video to the Web. Letting the audience watch an event unfold before its eyes allows viewers to experience an event in a way that text never can.

**On-demand delivery.** In the case of crime stories or reports that hold people accountable for their decisions and actions, the "When?" news element often unfolds over time. Interactive timeline graphics put events in relationship to one another.

**CNNLive** Breaking news, live events, and today's top stories



CNN has extended its branding as a source for live news from its cable television channel to its website.



By using the timeline slider at the top of this animated graphic on The New York Times' website, visitors can watch immigration patterns change over time.

By putting events into a database, journalists allow site visitors to compare trends over a certain period of time and focus only on the desired information.

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### Bay Area foreclosures (updated weekly)

This database shows properties in the nine-county Bay Area which recently were sold at a foreclosure auction. The vast majority of foreclosed properties revert to the lender at these auctions, which are held on county courthouse steps every weekday.

The "transaction date" shows the date the auction outcome was recorded with the county recorder's office. Generally that happens within 7 to 14 days of the actual auction. The "fast value" shows what the property sold for at the auction. Generally that is the amount owed on the first mortgage (although occasionally it may be the amount owed on the second mortgage) plus fees; sometimes lenders discount the amount owed.

The database will be updated every Monday afternoon with the foreclosed properties recorded in the prior week.

Click [here](#) for a Google map of recent Bay Area foreclosure activity or [here](#) to see foreclosure data for the second quarter of 2009.

(Source: California REsource. The data are based on information supplied from Bay Area counties' property transaction records, which, in some cases, may not be complete. Neither The Chronicle nor California REsource guarantees the completeness or accuracy of the information.)

Click on any column header to sort:

Address	City	Zip	Last transaction date	Fast value	
754 Laurel Way	Rio Vista	94571	3/23/2010	\$99,409	<a href="#">Details</a>
228 Rodstone Circle	Suisun City	94585	3/22/2010	\$150,000	<a href="#">Details</a>
601 Cedar Street	Vallejo	94591	3/22/2010	\$130,802	<a href="#">Details</a>
3518 East Hills Drive	San Jose	95127	3/22/2010	\$335,999	<a href="#">Details</a>
2658 Somerset Park Circle	San Jose	95132	3/22/2010	\$136,000	<a href="#">Details</a>
1607 Troon Drive	San Jose	95116	3/19/2010	\$415,000	<a href="#">Details</a>
2638 Laurel Drive	Fairfield	94533	3/19/2010	\$140,200	<a href="#">Details</a>
101 Revere Street	Vallejo	94591	3/19/2010	\$133,859	<a href="#">Details</a>
513 Feather River Way	Vacaville	95688	3/19/2010	\$309,162	<a href="#">Details</a>
2115 Bridgeport Loop	Discovery Bay	94505	3/19/2010	\$310,000	<a href="#">Details</a>
136 South 5th Street	Richmond	94804	3/19/2010	\$270,000	<a href="#">Details</a>
59 Randolph Street	Napa	94559	3/19/2010	\$257,550	<a href="#">Details</a>
35 Bretano Way	Greenbrae	94904	3/18/2010	\$713,400	<a href="#">Details</a>
17 19th Street	Richmond	94801	3/18/2010	\$225,000	<a href="#">Details</a>
1822 Garvin Avenue	Richmond	94801	3/18/2010	\$140,386	<a href="#">Details</a>
1856 Cherry Hills Drive	Discovery Bay	94505	3/18/2010	\$212,500	<a href="#">Details</a>
260 Applen Village Drive	El Sobrante	94803	3/18/2010	\$263,500	<a href="#">Details</a>
130 Riverview Terrace	Hercules	94547	3/18/2010	\$365,904	<a href="#">Details</a>
140 East Country Club Drive	Brentwood	94513	3/18/2010	\$445,230	<a href="#">Details</a>
935 Suman Lane	Brentwood	94513	3/18/2010	\$450,000	<a href="#">Details</a>

1 2 3 4 5 6 7 8 9 10 11 12

Created with Google

[Search Again](#)

The San Francisco Chronicle's database of Bay Area foreclosures allows site visitors to search and sort by date.

## Where?

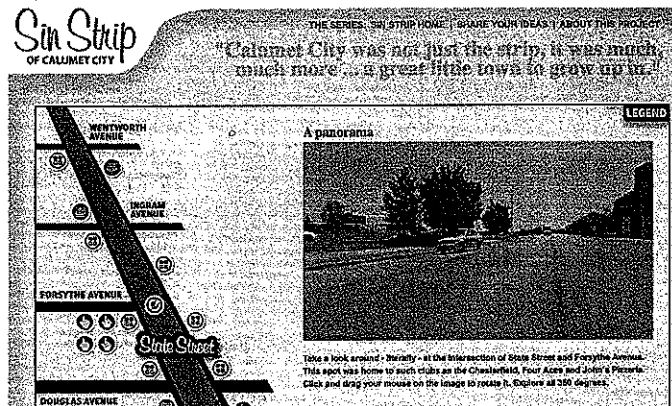
A visitor to a news website is going to care much more about a robbery that occurred around the corner from his house than a robbery that occurred in a neighborhood where he neither lives nor visits. And a fire at a historic church is going to be much bigger news than an equally destructive fire at a 10-year-old office complex.

**Multimedia.** When you are telling a story about a place, you want to take your audience there. You can do this with maps or with video, audio and photographs. But you can do it even better when you put the sights and sounds inside the map and give users control over how they visit locations on the map.

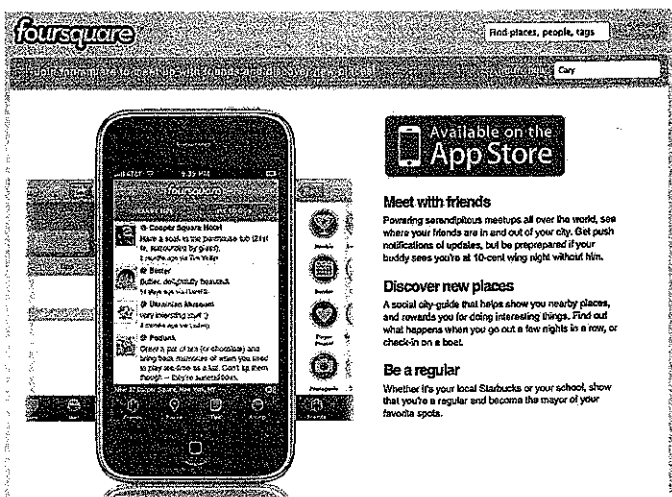
**On-demand delivery.** With news consumption increasingly occurring on mobile devices, journalists are starting to use technology that determines the location of an information-seeking user to automatically deliver content that is geographically relevant.

## Why?

Journalists begin to demonstrate their value as they add context, explanation and trend information to their stories. If the mayor suddenly resigns from office, a reporter should look for the causes of her departure. If stock prices suddenly



By overlaying video and photography on an interactive map of State Street in Calumet City, three staffers for The Times of Northwest Indiana created a multimedia feature that allowed visitors to explore different elements of the story in any order and at their own pace. The map puts each multimedia element in relation to the others.



Foursquare is an application for mobile devices that detects your location and the locations of your friends and provides you with different information as you move about a city.



## Newsweek

### The Multiple Beefs Behind the Kyrgyz Government Overthrow

by Katie Paul ([/authors/katie-paul.html](#)) April 07, 2010

Protestors overran Kyrgyzstan (<http://www.nytimes.com/2010/04/08/world/asia/08bishkek.html?ref=global-home>) on Wednesday, forcing the country's president, Kurmanbek Bakiyev, to evacuate the capital city of Bishkek on his presidential plane. Police fired bullets, tear gas, and stun grenades into the crowds, killing 41 people (opposition leaders say the toll is much higher, perhaps 100). The protesters, for their part, have bloodied the cops by hurling rocks, brandishing sticks, overturning vehicles, and crashing vans through gates. The opposition succeeded in taking over national television channels, though news Web sites were being blocked (<http://www.eurasianet.org/departments/insight/articles/eav040610b.shtml>).

Kyrgyzstan, one of the poorest countries of the former Soviet Union and host to a strategic U.S. airbase used, isn't a regular on the international-crisis-headliner circuit. But nor is the explosion of unrest there entirely unexpected. On the surface, the protests were prompted by state-mandated hikes in the price of heating and electricity (here's a [quick backgrounder](http://www.eurasianet.org) (<http://www.eurasianet.org>)).

Newsweek's Wealth of Nations blog explained to readers some of the causes for the 2010 coup d'état in Kyrgyzstan and included links that allowed readers who were interested to dig deeper for information about specific underlying issues.

#### Video shows how fatal shooting at Allentown bar unfolded



Philly's Sports Surveillance Footage (WARNING: Graphic Content)  
Philly's Sports Surveillance Footage (WARNING: Graphic Content)  
(1:20)



By Marcel Gamis Jr.  
OF THE MORNING CALL  
Apr. 9, 2010

E-mail Print Share Text Size

A cashier stands motionless behind the counter at Philly's Steak as all hell breaks loose around her.

Bullets whiz by, shattering glass and punching through walls. A security guard jumps for cover, and two men run for their lives through the Allentown bar and restaurant.

The cashier sees the gun and ducks behind the counter.

The shooting stops, the gunman bolts and a 25-year-old Allentown man is dying in the kitchen.

The dramatic surveillance footage provided by the owner of Philly's Steak Sportsbar & Grill at 1137 Hamilton St. offers a clear picture of the fatal shooting and the aftermath.

Readers of The Morning Call newspaper in Allentown, Penn., had to rely on the reporter's words to describe the sequence of events that led to a deadly shooting. But visitors to the organization's web-site could watch the surveillance video as well.

**Multimedia.** Sometimes videos, photos, animations or illustrations are the best way to explain a process to your audience. Maybe the process is how to cook a steak, or how a bill becomes a law. In either case the process involves motion, and each story could benefit from a medium that moves.

**On-demand delivery.** In many cases, journalists don't just report about problems. They also help

people solve problems. Traditionally, journalists produce such stories whenever there is a **news peg**—that is, a newsworthy event—for them. For example, television stations will do stories about how to safely fry a turkey in the days leading up to Thanksgiving. But the online news audience wants its information on demand. Whether it is consumer news that helps people spend and save their money more wisely or news about how to get tested for the H1N1 virus, there are certain types of news that people seek only when they need to know how to solve a specific problem. In these cases, online news producers must make sure their stories can be found by search engines.

Google   [Advanced Search](#)

Web [Show options...](#) [View customizations](#)

Results 1 - 10 of about 88,800,000 for how to pay for college with Safesearch on: (0.48 seconds)

**Pay for College - College Scholarships - Financial Aid - School ...** ☆  
Understand all of your options when it comes to paying for college. We can help you get the latest information about college costs, scholarships, ...  
[www.collegeboard.com/student/pay/](http://www.collegeboard.com/student/pay/) - [Cached](#) - [Similar](#)

**College Costs - Scholarships - Financial Aid - College Loans** ☆  
Learn about college costs, applying for scholarships and other types of financial aid, choosing the best aid package, taking out education loans, and paying ...  
[www.collegeboard.com/ForParents/](http://www.collegeboard.com/ForParents/) - [Cached](#) - [Similar](#)

**Ease the tuition squeeze - how to pay for college - Mar. 19, 2009** ☆  
Your college fund is way down, but costs are way up. These strategies will help you pay for your kid's BA without breaking the family bank.  
[money.cnn.com/2009/03/19/college/college\\_tuition.money.matters/](http://money.cnn.com/2009/03/19/college/college_tuition.money.matters/) - [Cached](#) - [Similar](#)

**Paying for College (usnews.com)** ☆  
Get information and advice on financial aid. There are also tools for comparing costs, a scholarship search, and a list of "best value" schools.  
[www.usnews.com/sections/education/paying-for-college/](http://www.usnews.com/sections/education/paying-for-college/) - [Cached](#) - [Similar](#)

**8 offbeat ways to pay for college** ☆  
Here's a roundup of some offbeat and overlooked strategies for pursuing and paying for a college degree.  
[www.bankrate.com/bmr/news/cheap/20090526a1.asp](http://www.bankrate.com/bmr/news/cheap/20090526a1.asp) - [Cached](#) - [Similar](#)

**college, education, financial aid info - college.gov** ☆  
Learn how to pay for college, why you should go, what you need to do to get there and how to talk to your family about college. College.gov was built by the ...  
[www.college.gov/](http://www.college.gov/) - [Cached](#) - [Similar](#)

**CFNC - Paying For College** ☆  
Get answers to your questions on how to pay for college. Short videos explain costs to expect, the financial aid process, different types of aid and more. ...  
[www.cfnc.org/paying/info\\_paying.jsp](http://www.cfnc.org/paying/info_paying.jsp) - [Cached](#) - [Similar](#)

**News: How Americans Pay for College - Inside Higher Ed** ☆

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**How to Pay for College?**  
Help your children get through college debt free!  
[www.collegeforhalf.com](http://www.collegeforhalf.com)

**How To Pay for College**  
Revealed: 9 New Ways To Beat the High Cost of College. Free Report.  
[www.CollegeMadeSimple.com/Research](http://www.CollegeMadeSimple.com/Research)

**Fast Student Loans**  
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[www.DiscoverStudentLoans.com](http://www.DiscoverStudentLoans.com)

**Paying for College?**  
Our custom service helps you plan and pay for the college you want.  
[www.StudentAid.com](http://www.StudentAid.com)

**\$5,000.00 Scholarship**  
Free Application Zero Cost to You Simple 3 Minute Application Age 16  
[www.AmericanLibertyScholarship.com](http://www.AmericanLibertyScholarship.com)

**Need College Money?**  
Learn about Education Grants & How to Apply for Free money for College  
[www.educationgrant.com](http://www.educationgrant.com)

**CollegeSOLUTION Service**  
Certified Specialists Helping Families Plan and Pay for College  
[www.CollegesOLUTION.net](http://www.CollegesOLUTION.net)

Money magazine published a story about paying for college on March 19, 2009. U.S. News published a story on September 23. But for a parent who wanted to start her college savings plan in January 2010, the two will appear side by side in a Google search.

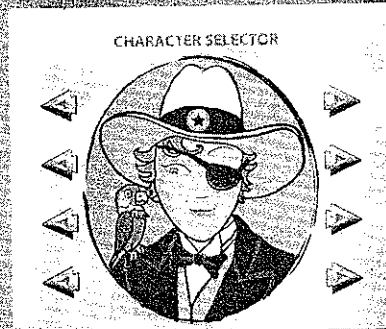


# VIEW SOURCE

## PLAYING THE NEWS AT AMERICAN PUBLIC MEDIA

You call up the website, click "Play" and choose your avatar from a menu sound similar to the start of a round in the wildly popular "FarmVille" game that swept Facebook in 2009 and, also, the way that visitors to the American Public Media website kicked off a round of "Consumer Connections" in 2009.

The game was created as a way to make the Marketplace radio show, a weekly sustainability issue. To play the game, you answer questions about the style, food, and health of the show. You do your best to answer the questions, and the number of points you score is your score. You can then see your score and compare it to other players.



The game is a way to make the Marketplace radio show, a weekly sustainability issue. To play the game, you answer questions about the style, food, and health of the show. You do your best to answer the questions, and the number of points you score is your score. You can then see your score and compare it to other players.

Like the game, the game begins with a "Play" button. What would the game look like if you were like me? The game is a way to make the Marketplace radio show, a weekly sustainability issue. To play the game, you answer questions about the style, food, and health of the show. You do your best to answer the questions, and the number of points you score is your score. You can then see your score and compare it to other players.

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consumption habits if they were given certain pieces of information. At the end of the game, you can add your name or comments to American Public Media's Public Insight Network, a database of 84,000 people who serve as sources for the company's reporters. You can also compare your score to other players or invite your friends to play against you.

These same pillars of interactivity and multimedia storytelling were also incorporated into a game called "Budget Hero" that American Public Media launched in 2008. In that game, players attempt to balance a federal budget. Players first choose which policy goals (national security, energy independence) they want to achieve; they are then given budget decisions to play as "cards" during the game. "We wanted to explain the budgeting process—what a budget is made of and how those decisions are made," Easton said.

In this game the two news elements "What?" and "How?" are in play. And, in a sense, the game turns you, the player, into the "Who?" news element of the story. The "When?" of the game is 2009 and 20 years into the future, and the "Where?" is the United States. Easton added that these two elements were critical to the accuracy of the game. "The data has a shorter shelf life than the experience," she said. "You need to update the data for it to stay relevant." Since its launch, Budget Hero's data has been updated seven times to reflect changing national policy debates and shifts in the federal government's finances. These changes demonstrate the value of timeliness.

Easton said she was also interested to see how the game could be reused to tell the stories of state budgets as well. Why? Because news games are better when they incorporate the news value of proximity. The key to a good news game, she said, is making sure it is accurate and simple—two of the same keys to any good news story. "Sometimes it was really difficult to combine the need for simplicity and not burden it with layers and layers of new information so it can [remain simple]," she said. "You want the experience to be something you can navigate through. We had to sacrifice detail for sure."

Like the reporters at American Public Media, online producers have to know which details can be left out in order to highlight the most important news values and news elements of a story. The tools and the techniques cannot become more important than the truth. Easton said there were some choices her team would like to have given players to complete in "Consumer Consequences," but that had to be left out. "Some of it was just that the numbers for that information [weren't] solid enough," she said.

The creation of this kind of interactive explanatory journalism can happen only when reporters and editors are able to clearly articulate the traditions of journalism as well as imagine the possibilities—and appreciate the limitations—of new media.



## ONLINE LEARNING MODULE 2

### ACTIVATE THIS MODULE: [journalism.cqpress.com](http://journalism.cqpress.com)

Multimedia, interactivity, and on-demand delivery tools won't do a news story any good unless the reporters and editors working on it have a strong understanding of how traditional news values and news story elements are used to shape a story's structure and determine which pillars are best suited for telling the story. Use the traditional news values and elements to help you decide which online storytelling tools to apply.

On my blog, I write about and link to examples of how traditional news values and elements are helping shape the future of journalism.

When you buy or activate this chapter's online learning module, you will have access to:

- A digital version of this chapter's text.
- Interactive flashcards for the terms used in this chapter.
- A printable one-page checklist to help you decide what's news and which storytelling techniques you should use.
- A quiz to test your mastery of the material in this chapter.
- Online exercises to give you experience applying online news to content.

As you complete the module's online exercises, you will:

- Match traditional news values and news elements to the three pillars of online news in actual Pulitzer Prize-winning articles.
- Advise real reporters and editors on how to build stronger stories using the three pillars of online journalism.
- Critique and discuss professional online news sites in preparation for seeking a job or internship.