

# 1 Intro, Minefields & Principles

- J202: Week 1

## 2 5 resources

- 1. course site
  - readings
  - weekly updates
  - samples
  - lecture notes
  - quiz keys

## 3 5 resources

- 2. learn@uw
  - online quiz
  - grades

## 4 5 resources

- 3. social media
  - email
  - facebook
  - twitter
    - #j202
    - #j202news

## 5 5 resources

- 4. course blog
  - ethics
  - media analysis
  - discussions
  - bloggable

## 6 5 resources

- 5. wiki
  - software troubleshooting

## 7 Media Minefields

- Don't Explode Your Integrity

## 8 Meet Mad Men Me

## 9 Taking wording

- An item on Wisconsin's state website reads: "Adopted as Wisconsin's official state flower on Arbor Day 1909, the wood violets' gentle green leaves and purple petals sway in the breeze reflecting Wisconsin's scenic beauty."

- Mad Men Me writes in a feature article: "The farm's wood violets' gentle green leaves and purple petals sway in the breeze reflecting Wisconsin's scenic beauty." Could I blow up?
- I write in a feature article: "Wisconsin adopted the wood violet as the state flower in 1909, finding the blossom to be symbolic of the state's scenic beauty." Explosive?

## 10 Using history

- I read in a secondary source: "John Adams faces the unenviable historical position of having served directly after George Washington, the first president, and directly before Thomas Jefferson, the author of the Declaration of Independence."
- If I write, "John Adams was the second president of the United States," have I put myself at risk?
- Do I need to cite the source when writing that John Adams was the second president?

## 11 Making notes

- I take notes on my laptop while reading a primary source document for a feature article. In doing so, I type an entire sentence verbatim, but I forget to put quotes around it.
- I later copy and paste the sentence from my notes into a news article under the impression the words are my own. Since I did not take the sentence intentionally (and it was only one sentence), am I at risk?

## 12 Borrowing ideas

- I read in a secondary source: "One way to address the rise in automobile thefts may be for the state to give tax credits for the purchase of alarm systems."
- I write in a feature article: "Maybe there would be fewer stolen cars if the state provided tax credits to drivers who buy alarms for their vehicles." Explosive?
- Do I need to cite the secondary source for this information?

## 13 Seeking guidance

- I'm writing an executive summary of data from a survey related to the textiles industry. I don't know the right style to use, so I borrow an executive summary from a former J202 student that was related to citizen views on the environment.
- I like how the former student organized the memo, so I adopt the same structure. Explosive?
- I like how the former student wrote in her conclusion, "All data calculations are based on the 2010 Environmental Protection Agency air study and should be understood exclusively in that specific context," so I write, "All data calculations are based on the 2012 American Textile Association customer satisfaction survey and should be understood exclusively in that specific context." Will I blow up?

## 14 Drawing from others

- I am writing a press release announcing a new heart health initiative by the American Heart Association. I go to the Cheerios website and find this in one of the company's press releases: "Treating yourself to a whole-grain breakfast is the best way to start your day off heart healthy."
- If I use the sentence verbatim in my press release, explosive?
- I write: "Whole grains as part of breakfast give you a heart-healthy start to the day." Bomb?
- I do a later release for my own organization and reuse my line from my release. Problem?

## 15 Adding quotes

- I'm copy editing a reporter's article that reads: The coroner said the wounds were consistent with a knife attack.
- I change it to put quotes around "the wounds were consistent with a knife attack." Explosive?

## 16 Replacing audio

- I interview a source for an article and later transcribe the interview. A week later, I go back to the recording to put together an audio story, but I've accidentally deleted the file.
- If I record my roommate reading the exact words my source said, is it ok to use the recording in my audio story?
- If I call my source and ask her to repeat a line she told me verbatim so I can record it, is it okay to use the recording in my audio story?
- If I call my source back, explain my audio mishap, and ask her the same question over again, can I use her new response in my audio story?

## 17 Using sources

- I read in the New York Times:  
James still believes there was nothing wrong with using his career decision to help a charity. "The Boys Club has a new basketball court thanks to the show, so I don't care what people think," he said.
- I write in an article:  
LeBron James has no regrets over his decision. "The Boys Club has a new basketball court thanks to the show, so I don't care what people think," he said.
- Bomb scare?

## 18 Altering form

- I am putting together a how-to companion piece for a feature article on government documents. I find a federal government website with a paragraph detailing the steps necessary to file a Freedom of Information Act request.
- To write the how-to piece, I use the language from the website verbatim, but instead of leaving it in paragraph form, I break the paragraph into five numbered steps and discard unnecessary connective language. Problem?
- What if I do the exact same thing but place a note at the bottom of the feature that says: "Source: Federal Communication Commission website." Explosive?

## 19 Running images

- I am writing a news article on a proposed new power plant in Madison. I find an image of the power plant's blueprints on a Wisconsin state website.
- Can I use the image with my story?
- If I use the image, do I have to cite the Wisconsin state website as the source of the image?

## 20 Media Writing

- Principles and Practices

## 21 What media writers do

- News
-

- Strat comm

- 

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- Other

22  What media writers do

- online support marketing

23  How do media writers do it?

- idea

- information

- focus

- order

- draft

- revision

24  What makes a good story?

- timeliness

- impact

- novelty

- conflict

- proximity

- prominence

- human interest/humor/suspense

25  What makes a good writer?

- understanding audience

- understanding goals

- curiosity

- humility

- critical thinking

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