

Multimedia Reporting  
Midterm Exam Study Guide  
Fall 2013  
Test Date: Friday, Oct. 11



The midterm exam will consist of two pieces written before the test to be turned in the day of the test (detailed below) and a regular written test on the exam date.

The test on Oct. 11 will have the following types of questions: true/false, multiple choice, terms and definitions, short answer, lead writing, and copy editing (you can use your copy edit symbols sheet and AP Stylebook for this part of the test).

**Story Writing:** Write a 200-plus word online news article and a 30 second TV news split-page reader script from the lightning strike story on page 84 in your book (Assignment Desk 5.4, Chapter 5, Writing the Basic Text Story). Each story is worth three points. This is due at the start of the exam. Follow these instructions, not what it says on p. 84:

- Write the online article as if it went on your newspaper's website within hours of this incident. Include at least three links and other assets that could be posted along with your article. Be sure to follow proper article formatting with proper heading information at the top (single spaced), headline and byline, and double-spaced copy. Put in bold and underline where your links would be in the copy. (Example: the **lightning** strike...). Also, write your list of links and assets after the article.
- Use the quote from the victim. Also, be specific where Lake Ann is and which emergency room she was taken to after the incident
- TV script must also be in proper split-page format with proper heading info (single spaced, including TRT) and your copy double-spaced. This is a reader story so there's no video or voice-over. Story would air on a newscast within hours of the incident. So stress the today element.

**Test:** All test content will come from chapters in the book and material posted on the class website. I have organized the homepage so that the chapters and other material on the test are clear. Please carefully review and study this study guide and review homework returned with teacher comments.

#### Chapter 1, News in the Age of Convergence

- ✓ Examples of media convergence (p. 1)
- ✓ Definition of convergence (p. 2)
- ✓ Be able to list several factors driving media convergence today (p. 2-6)
- ✓ Be able to articulate the value of journalism in a free society (p. 7)
- ✓ Review the case study that examines coverage of former President Bill Clinton's illness in 2008- be able to list some of assets used in the online reporting (from list on p. 14)

## Chapter 2, Deciding What's News

- ✓ Define “agenda-setting media” and be able to list some by medium (newspapers, magazines, television) (p. 25)
- ✓ Be familiar with the nine “news values” listed and described on pages 26-29

## Chapter 3, Research and Interviewing (OK to just review the PowerPoint for this chapter)

- ✓ For this chapter, review my Chapter 3 PowerPoint on the class website
- ✓ Some questions will be drawn from this content
- ✓ From this PowerPoint be familiar with the “CofC Sources for News” and understand what type of information can be attained from these sources
- ✓ Be familiar with the pros and cons of the different “Interview Formats” detailed on the PowerPoint

## Chapter 4, Writing Short News Reports and Leads

- ✓ What are the ways of finding and getting to the heart of a news story? (p. 59-60)
- ✓ Be able to list the 5Ws and H questions that are helpful in extracting the essential facts (p. 60-62)
- ✓ The importance of source attribution (p. 63)
- ✓ Review lead sentence structure (p. 63)
- ✓ Review the four tips for writing summary leads and short reports (p. 66-71)
- ✓ From the Chapter 4 PowerPoint, review part on Problem Leads, Elements of Good Leads and the Importance of Attribution (Chapter 4 PowerPoint)
- ✓ From this same PowerPoint be sure to understand the problems with poorly written “label” and “agenda” leads

## Chapter 5, Writing the Basic Text Story

- ✓ The inverted pyramid- origins, what it is, how it's used to organize news stories (p. 73-74)
- ✓ The chronology story (p. 82-83)
- ✓ Review section on Writing about Crime (p. 84-85)
- ✓ Review section on Using Quotes (p. 91-93)
- ✓ “inverted attribution” (p. 92)

## Chapter 13, Key Story Types

- ✓ Review tips for covering events (p. 226-227)
- ✓ Review “Finding the News” section (p. 228-230)
- ✓ Review tips for covering accidents and disasters (p. 238-239)
- ✓ Review tips for covering crime stories (p. 241-243)
- ✓ Review Online Accident or Disaster Stories (p. 240)
- ✓ Review Online Crime Stories (p. 246)
- ✓ Review the television news package script on pages 244-245
- ✓ Review the TV news split-page script at the end of the [Chapter 13 PowerPoint](#)
- ✓ Review your version and your professor's version (website) of the heart transplant team's fatal plane crash (website version and TV voice-over version)

## Chapter 14, Journalistic Principles

- ✓ Review section on shifting news values (p. 251-254)
- ✓ From that section, be able to compare and contrast the Traditional News Values (accuracy, fairness, objectivity, impartiality, balance) versus the New News Values (accuracy, fairness, thoroughness, transparency) that some journalists and theorists advocate today. (p. 255-257)
- ✓ Review section on striving for accuracy and the questions for journalists to consider that can help ensure accuracy (p. 257)
- ✓ Review section on linking to source materials (p. 262-263)

## Chapter 15, Legal Issues and Journalistic Ethics

- ✓ Libel and defamation (p. 267-268)
- ✓ Examples of defamation (p. 268)
- ✓ Know the four media defenses and what they mean: provable truth, qualified privilege, fair comment and criticism, public official/public figure rule (p. 268-273)
- ✓ Review the summary of what plaintiffs must prove and the media defenses in libel and privacy lawsuits ([class website](#))
- ✓ Simple negligence- meaning and examples of (p. 273)
- ✓ Review privacy issues and types of invasion of privacy: public disclosure of private facts, false light, intrusion (p. 274-276 and the [class website](#))
- ✓ Review list of so-called Red Flag Words and be able to list several ([class website](#))

## Class Website Postings

- ✓ PowerPoints for Chapters 1-5, 13-15 and these links:
- ✓ [Quotation Punctuation Rules](#)
- ✓ [Society of Professional Journalists Code of Ethics](#)
- ✓ [News Characteristics](#)
- ✓ [Copy Editing Symbols](#)
- ✓ [Why the AP Style is Important](#)
- ✓ ["Alternative/Soft" Leads](#)
- ✓ Chief justice's Charleston speech [GSO version](#) [Post and Courier version](#)

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