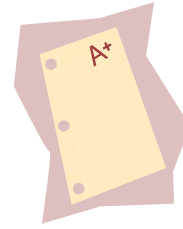Multimedia Reporting
Midterm Exam Study Guide
Fall 2014
Test Date: Friday, Oct. 10

The midterm exam will consist of a new blog post (detailed below) and a regular written test on the exam date.

The test on Oct. 10 will have the following types of questions: true/false, multiple choice, terms and definitions, short answer, lead writing, "good lead/bad lead" section, and copy editing (you can use your copy edit symbols sheet and AP Stylebook for this part of the test) .

Story Writing: Write a (minimum) 300-word blog post based on Quintin Washington's interview with new College of Charleston President Glenn McConnell. The videotaped interview was posted on YouTube on Sept. 25. Your article must have the following elements:

- At least four full quotes from McConnell and other partial and paraphrased (indirect) quotes from him
- Remember in your lead to hit on something(s) newsworthy McConnell said and not just that he discussed several topics
- Be sure to include a link to the YouTube interview and at least two other links to related material (newspaper articles, CofC position papers, etc.)
- Have a visual of President McConnell. You don't have to have one of Quintin Washington but do so if you like
- Also, create a poll or survey to accompany the posting using Blogger's poll creation gadget
- This post is worth 10 points on the test and must be posted by the start of the test on Friday, Oct. 10- late posts will not be accepted.

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 (American Civil War), 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)

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:
- ✓ Newspaper article format (heading info, headline, byline, etc.)
- ✓ Inverted Pyramid Theory and Examples
- ✓ Quotation Punctuation Rules
- ✓ Society of Professional Journalists Code of Ethics
- ✓ News Characteristics
- ✓ Copy Editing Symbols
- ✓ "Alternative/Soft" Leads
- ✓ Chief justice's Charleston speech GSO version Post and Courier version
- ✓ "Red Flag" Words List
- ✓ Why the AP Style is Important (note AP style quizzes at end)
- ✓ The Associated Press Style: Not Glamorous but Necessary (note AP style quizzes at end)

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