

Writing for the Mass Media  
Fall 2011  
Sept. 1

Lindsay Street Patch Article Assignment—Due Tuesday, Sept. 6

**The goal:** You are assigned by your editor to interview and write an article about Lindsay Street, a College of Charleston graduate who recently became the editor of Patch.com in Summerville. A few years ago AOL launched Patch sites around the country as a new local online news service and source. Street's Summerville site can be found at: <http://summerville.patch.com/>. Your article should both be about her and about Patch, which is still so new many people haven't heard of it.

**Format Details:** Length of the article should be at least 250-500 words. Include at least five full, partial and/or indirect (paraphrased) quotes from Street in your article. "Make sure that your quotes are punctuated correctly with the quotation marks," Patrick Harwood, a College of Charleston communication professor, told his students. "Also be sure to write in short paragraphs. This will enhance the flow and readability of your article."

As for the format of the article, review in your book pages 10-12, "News Story Format" and the sample article posted on our website. The below heading information should be at the top left of page 1:

Tuition Increase Reax (slug)  
Robin Robinson (your name)  
Sept. 6, 2011  
Word Count: 407

Space down a few times then write your headline:

Students Opinions Vary About Tuition Increases  
*By Robin Robinson*

Space down two lines then start your article. It should be double-spaced. Indent each paragraph.

Each quote should be in its own paragraph. Be sure to include each students' first and last name, their year at the College, major and hometown.

If the story goes to a second page write -more—at the bottom of page 1, then at the top of the second page write the slug (Tuition Increase Reax, p. 2)

At the end of the article write an end sign such as ### or -30-

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**Skills Gained from this Exercise:** News judgment; interviewing people; crafting quotes into a news story; formatting in the newspaper style