

Writing for the Mass Media  
Spring 2012

Person on the Street (POS) Assignment—Due Wednesday, Jan. 25

**The goal:** Write a news article gauging campus reaction to South Carolina’s Republication Presidential Primary to be held Saturday, Jan. 21. Interview C of C students and/or faculty/staff to get a variety of opinions on your given subject/topic. Incorporate the quotes into your article. Your article must include at least five quotes from five different students. Be sure to include comments from a variety of people: male, female; white, black, etc.; different ages, majors, hometowns, etc. You always want diversity in the viewpoints for a story like this—diversity in the people quoted and in their opinions too, preferably.

**Format Details:** Length of the article should be at least 250 words-typed. “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.” The below heading information should be at the top left of page 1:

Tuition Increase Reax (slug)  
Robin Robinson (your name)  
Sept. 7, 2011  
Word Count: 265

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 per the newspaper style