REPORTING,

WRITING AND

EDITING FOR

NEW MEDIA

JOURNALISM

RICHARD CRAIG

. ||||||

Contents

PREFACE xi

ACKNOWLEDGMENTS xiii

I REPORTING FOR ONLINE JOURNALISTS 1

1 WHY IS ONLINE JOURNALISM DIFFERENT, AND WHY SHOULD YOU CARE? 3

The Technological Evolution of Journalism 3

The Development of Online Journalism 7

The Online News Audience 9

Giving Them What They Need 13

Summary 14

Related Web Sites 14

Exercises .14

2 THE JOB OF THE ONLINE JOURNALIST 16

Approaching the Job 17

Producing and Structuring Content 19
Interactivity 25
Thinking Outside the Box 26
Summary 27
Related Web Sites 28
Exercises 28

3 GENERATING AND FOCUSING STORY IDEAS 30

Knowing Your Audience 32
Surfing for Ideas 34
Unique Approaches to Familiar Topics 36
Turning Trash Into Treasure 38
Summary 41
Related Web Sites 41
Exercises 42

4 WEB RESOURCES AND DATABASES 43

Hello, My Name Is URL 43
Using Online Information Resources 45
Databases and Other Resources 49
Keyword Searches 55
Other Types of Searches 58
Summary 60
Related Web Sites 61
Exercises 62

5 SOURCES AND INTERVIEWING 63

Sources Are People Too 65
Interview Preparation 67
Setting Up the Interview 71
The Conversation 76
Transcription, Accuracy and Completeness 77
Summary 80
Related Web Sites 81
Exercises 81

II WRITING FOR ONLINE JOURNALISTS 83

6 ONLINE WRITING STYLES 85

Why a Different Style Online? 87
Characteristics of Online News 89
"Way New Journalism" 93
Summary 98
Related Web Sites 98
Exercises 99

7 HOOKING AND KEEPING READERS 100

So What? 100

Headlines and Link Text 106

A Square Lead in a Round Web 108

Getting Your Facts Organized 110

Summary 114

Related Web Sites 114

Exercises 114

8 REVVING UP YOUR WRITING 116

Active versus Passive Voice 117
Story Flow Techniques 121
Story Structures 126
Summary 128
Related Web Sites 128
Exercises 129

9 THE LAST MINUTE(S) 130

Deadlines 132
Don't Believe Your Mother 133
Tweaking for the Web 136
Developing Stories, Updates and Follow-Ups 137
Summary 139
Related Web Sites 140
Exercises 140

III EDITING FOR ONLINE JOURNALISTS 141

10 AN UPHILL BATTLE: ONLINE COPYEDITING 143

Saving Their Butts 144

A Few General Pointers 146

Mechanics 147

Content 148

Web-Specific Items 149

The Spell-Check Problem 149

Headlines and Cutlines 152

Style 154

Summary 155

Related Web Sites 156

Exercises 156

11 THE ONLINE EDITOR/UTILITY INFIELDER 158

How Do I Edit When There's No News Hole? 159

Repurposing 160

Links 163

Managing Pages 168

Story Content 169

Interactive Features 170

Summary 172

Related Web Sites 172

Exercises 173

12 MULTIMEDIA FOR NEWS 174

Defining and Conceptualizing Multimedia 176

Audio Formats 177

Video Formats 181

Other Formats 184

Smart Multimedia for Journalists 185

Summary 187

Related Web Sites 188

Exercises 188

CONTENTS

13 BASIC ONLINE LAYOUT 189

Online Layout: A Completely Different Animal 189

General Pointers 191

Design Elements 194

The Home Page 201

Links and Marginalia 204

Templates, Scripts and Style Sheets 206

Summary 210

Related Web Sites 210

Exercises 211

IV STANDARDS, LAWS AND ETHICAL ISSUES 213

14 ONLINE STANDARDS VERSUS JOURNALISTIC STANDARDS 215

Journalistic Standards 216

Online Standards 222

Common Ground 226

Summary 228

Related Web Sites 228

Exercises 229

15 LEGAL ISSUES ONLINE AND OFFLINE 230

Traditional Protections and Laws 231

Internet-Related Legal Issues 233

Legislation and Court Cases 238

Freedom of Speech and Libel 238

ISPs and Editorial Content 239

Privacy and the First Amendment 240

Freedom of Information and Copyrights 241

Media Protections 242

Summary 244

Related Web Sites 244

Exercises 244

X CONTENTS

16 ETHICS IN CYBERLAND 246

Traditional Ethical Approaches 247

Online Issues and Conflicts 253

Ethical Cases 257

Profiting from the News 257

Providing Links to Suspect Sites 258

Walking the Line between Content and Ads 258

Defining the Limits of "News" 259

Dealing with Sex Stories in Online News 259

Considering the Public's Right to Know 260

Posting Targeted Ads Online 260

Summary 261

Related Web Sites 261

Exercises 261

17 THE 21ST CENTURY JOURNALIST 262

The Cyberjournalist in 2015 263

Making Different Mistakes 264

The World Wide Workplace 266

Transporting the User 268

Summary 271

Related Web Sites 272

Exercises 272

GLOSSARY 275

INDEX 281