## BRIEF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contents</td>
<td>vi</td>
</tr>
<tr>
<td>About the authors</td>
<td>xi</td>
</tr>
<tr>
<td>Preface</td>
<td>xii</td>
</tr>
<tr>
<td>Acknowledgments</td>
<td>xiii</td>
</tr>
<tr>
<td>Walk through</td>
<td>xvi</td>
</tr>
<tr>
<td>Timeline</td>
<td>xxii</td>
</tr>
<tr>
<td>1. Understanding news</td>
<td>3</td>
</tr>
<tr>
<td>2. Interviewing and reporting</td>
<td>29</td>
</tr>
<tr>
<td>3. News writing</td>
<td>51</td>
</tr>
<tr>
<td>4. Writing specialty stories</td>
<td>81</td>
</tr>
<tr>
<td>5. Writing feature stories</td>
<td>111</td>
</tr>
<tr>
<td>6. Sportwriting</td>
<td>139</td>
</tr>
<tr>
<td>7. Opinion writing</td>
<td>165</td>
</tr>
<tr>
<td>8. In-depth reporting</td>
<td>189</td>
</tr>
<tr>
<td>9. Coaching writers and editing copy</td>
<td>215</td>
</tr>
<tr>
<td>10. Writing headlines</td>
<td>245</td>
</tr>
<tr>
<td>11. Typography and production</td>
<td>263</td>
</tr>
<tr>
<td>12. Newspaper layout and design</td>
<td>291</td>
</tr>
<tr>
<td>13. Yearbook design</td>
<td>323</td>
</tr>
<tr>
<td>14. Online journalism</td>
<td>347</td>
</tr>
<tr>
<td>15. Visual storytelling: pictures, art and graphics</td>
<td>371</td>
</tr>
<tr>
<td>16. Advertising in newspapers and yearbooks</td>
<td>405</td>
</tr>
<tr>
<td>17. Student press law</td>
<td>427</td>
</tr>
<tr>
<td>18. Ethics for student journalists</td>
<td>451</td>
</tr>
<tr>
<td>19. Careers in the media</td>
<td>471</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional and student organizations</td>
<td>485</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Glossary</td>
<td>488</td>
</tr>
<tr>
<td>Index</td>
<td>498</td>
</tr>
</tbody>
</table>
CONTENTS

1 Understanding news

Where does news come from? 6
News value 6
Timeliness 6
Proximity 7
Prominence 8
Audience impact 9
Surprise or oddity 10
Human interest 10
Conflict and drama 10
Visual impact 10
The importance of audience 11
Beat reporting 12
Featurizing news 15
News in other contexts 17
Sourcing news 17
Primary sources 17
Secondary sources 20
Other factors affecting coverage 22
Conclusion 25

2 Interviewing and reporting 29

Interviewing 30
Developing questions 31
Organizing the interview 32
Setting up the interview 32
Conducting the interview 33
Observation 40
Reliability of sources 42
Internet research 44
Conventional research 47
Conclusion 48

3 News writing 51

News writing 52
The news lead 54
Alternative news lead approaches 55
Feature leads 59
Contrast lead 59
Vignette lead 61
The descriptive lead 62
Developing a news story 63
Body of a news story 66
Flow and organization 69
Potential weaknesses in news writing 69
Vagueness 69
Wordiness 71
<table>
<thead>
<tr>
<th>Chapter No.</th>
<th>Title Name</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Coaching writers and editing copy</td>
<td>215</td>
</tr>
<tr>
<td>10</td>
<td>Writing headlines</td>
<td>245</td>
</tr>
<tr>
<td>11</td>
<td>Typography and production</td>
<td>263</td>
</tr>
<tr>
<td>12</td>
<td>Newspaper layout and design</td>
<td>291</td>
</tr>
<tr>
<td>13</td>
<td>Yearbook design</td>
<td>323</td>
</tr>
</tbody>
</table>
The use of color 343
Conclusion 343

14 Online journalism 347

Creating web publications 348
Website hosting and privacy policies 350
Assembling a publication website 351
Creating online content 353
Multimedia content 354

Involving the readers 358
Enhanced yearbook content 360
Design of the website 361
Cooperative efforts 368
Conclusion 368

15 Visual storytelling: pictures, art and graphics 371

The importance of visuals 372
Photographs 374
Technical parameters 374
Content and composition 375

Telling stories through images 380
Picture packages or groups 380
Picture stories 381

Digital shooting 384
Lenses 384
Flash 386
Camera bodies 387

Captions and cutlines 387
Cropping photographs 389

Photo editing 389
Abuse of images 391
Photo alteration 396

Art and illustrations 396
Information graphics 400
Other graphic forms 400
Conclusion 401

16 Advertising in newspapers and yearbooks 405

Creating an advertising program 406
Preparation 406
Advertising policy 409
Business knowledge 411
Preparing for the sales call 411
The sales call 411
Telephone sales 414

Creating an advertisement 414
Define the message 414
Creating the advertisement, one step at a time 417
Some other considerations in ad design 418

Conclusion 421

17 Student press law 427

Who, what, where, when and how – and student press law 428
The law 428

The First Amendment 430
Unprotected speech 431

The Supreme Court and speech in school 436
Tinker 437
Fraser 438
Morse 438
Hazelwood 439
Post-Hazelwood cases 442

Conclusion 448

18 Ethics for student journalists 451

What is ethics? 452
Ethics, the law and the First Amendment 452

Media ethics 453
Newsgathering ethics 454
Publishing ethics 456
Post-publication ethics 457
Common ethical issues journalists face 458
Quotes 458
Anonymity and confidentiality 459
Conflicts of interests 460
Crimes, victims and the suspect 460
Photo integrity 461
Using someone else’s photographs or artwork 461

Ethical lapses – gaffes, quandaries and journalistic felonies 461
Fabrication 462
Plagiarism 463
Lies, deception and undercover reporting 463
Stolen materials and unauthorized access 464
Identification of groups/stereotyping/sexist/racist/personal details 464
News vs. opinion 464
Obscenity, profanity and vulgarity 464
Web reporting 464

Journalism codes of ethics 467

Conclusion 467

Careers in the media 471

Studying media in high school 472
After high school 474
After college 475
Advertising 475
Public relations 476
News organizations 476
Magazines 477
Multimedia photography 478
Wire services 480
Broadcasting 482
Freelancing 482
Other opportunities 482

Conclusion 483

Professional and student organizations 485
Glossary 488
Index 498