EVENT REPORTING · COVERAGE · CONTENT WORKFLOW

We are comprehensive journalists, one-man-bands. You will investigate, report, shoot, edit, revise and create your original content. A story cycle is two weeks. You will do two stories during your coverage weeks - one event/activity-focused story, one personality feature story. You need to print, complete and turn in this workflow by your deadline.

Story Pitch Form Completed on _____ Sunday by 9 p.m.
Adviser needs to sign and approve this STORY PITCH by the first day of your story week.
_____Adviser signature and date

Story Topic/Title _____
Category (circle one):
STUDENT LIFE ACADEMICS ORGANIZATION SPORTS HUMAN INTEREST OPINIONS

CREATE a story folder under the GOOGLE DRIVE ASSIGNMENTS & COVERAGE > COVERAGE LIBRARY > YOUR NAME.
Title your STORY FOLDER - your INITIALS_STORY DATEYYYYMMDD_TOPIC example - MR_20150824_BACKTOSCHOOL
You will have a new folder for each story. _____ date & editor signature

SAVE EVERYTHING - notes, research, transcriptions, surveys, image files - related to your story under this folder on Google Drive. Title your story document your INITIALS_STORY DATEYYYYMMDD_STORY TOPIC Include the photo you would like to place on website and caption on this same Google Doc. This will let the webmaster know this is the photo you want to publish with your story. The copy editor can help you edit and revise your story. _____ date & editor signature
Interviews - All interviews need to be transcribed completely on their own document. Save everything for archive purposes.
Title your interview transcriptions your INITIALS_STORY DATEYYYYMMDD_TOPIC_INTERVIEWS
Primary Source - _____ Name/Title
Secondary Source #1 - _____ Name/Title
Secondary Source #2 - _____ Name/Title
Additional Sources - _____

The Copy Editor: needs to approve/edit your story...probably multiple times. When the copy editor sees that your story is done, he/she will sign here. Stories will not and should not be posted until this signature is filled.
_____ date & editor signature

EQUIPMENT NEEDS - Check in and check out all equipment needs using the equipment sign up.
Checklist: camera, cards, batteries, lenses, monopods/tripods, microphones, recorders, etc
PHOTOS - Visual variety in wide, medium, close and tight shots with range from single, pairs and small group subjects. High quality. Properly exposed. Storytelling, story-enhancing images.
TOP 7-10 images must have captions included, written in the the FILE INFO/DESCRIPTION field in Adobe Photoshop or Bridge. Captions are expanded captions with first sentence in active voice describing the 5Ws and H of the image. The second sentence provides a detail not obvious, but adds to the storytelling power of the image. "The third sentence is actually a direct quotation for the subject of the image," Publication adviser Jane Smith said.
SAVING IMAGES - Under the DIGITAL PHOTOS folder, choose the category and subject folder. If a subject folder does not exist, make one. Once in the correct subject folder, title your photo folder your INITIALS_STORY DATE_STORY TOPIC. You will also want make a subfolder for your TOP 7-10. Image filenames should be INITIALS_STORYDATE_0001+.jpg
_____ date & editor signature

Website Publishing Deadline You Established _____
Date Published _____ date and signature Webmaster
SOCIAL MEDIA approach you established _____
Date Shared _____ date and signature Social Media Manager