WEEK THIRTEEN

J309-21111

TODAY'S TIMELINE

- Final Project – 10 minutes

- Discussions – 30 min

- Digital Footprints – 60 min

- Break – 10 min

- Headlines – 30 min

FINAL PROJECT

OFF THE FREEWAY

Home   Business   Community   Housing   Transportation

Main Headline

Please put a thoughtful subhead here that offers a preview into your story/project.

By Amara Aguilar, Robert Hernandez, Keith Plocek, Ryan Thornburg

MINIMUM 1400 PIXEL WIDE

Scroll

- 800 words minimum
- Two-minute audio slideshow
- Two-minute Webby element
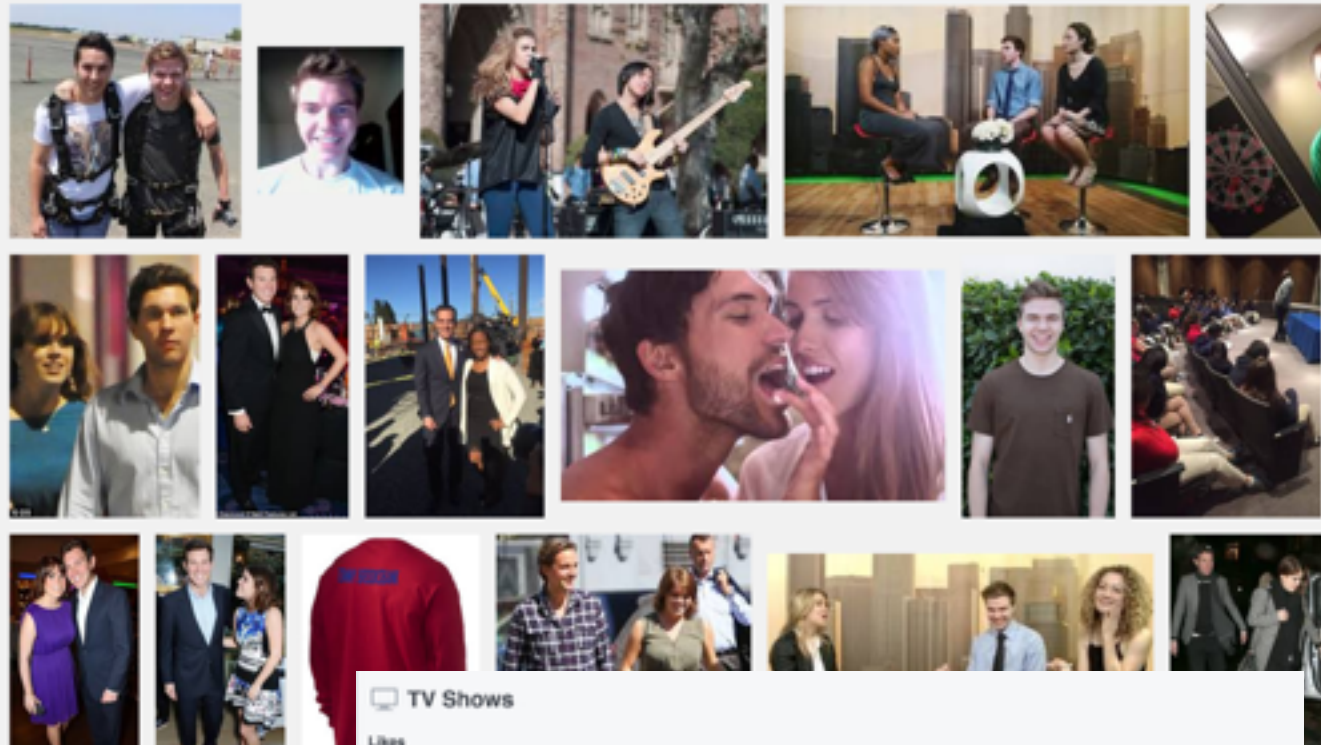- Hand-coded on a template

Final Project Tips

- What makes "it" special because of our neighborhood?
- Why would [INSERT PERSON HERE] want to read it?
- Multiple sources — more than you think!
- Be creative with the project and specs
- It's about the people (not orgs or buildings)
- Spell check BEFORE you code

Questions?

- Now is the time to brainstorm and ask about your story idea, audio slideshow and digital element

DISCUSSIONS

TV Shows

Likes

Late Night with S.... TV Show	On the Spot TV Show	Soundstage TV Show	Young & Hungry TV Show	Platforum TV Show	The Water Cooler TV Show
Mind Games TV Show	Balance TV Show	The SCoop TV Show	CON TV Show TV Show	CU@USC TV Show	The Morning Brew TV Show

Tommy Brooksbank
@tbrizzle12

📅 Joined September 2015

PHYSICAL ATTRIBUTES	
Bench Press (Max)	**Vertical Jump**
160	29

TOMMY BROOKSBANK

Broadcast Journalist

PUBLISHED WORK

Bike Safety Around Campus

October 30, 2016 — 0 Comments

PUBLISHED WORK

Hillary For America–Organizing Video

October 30, 2016 — 0 Comments

CONTACT INFORMATION

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SOCIAL

tbrooksb

Subscribe 0

Uploads

Digi Camp for Girls PKG J303 Cut 3
4 views · 7 months ago

USC Hit and Run VSV
3 views · 1 year ago

editing training
No views · 1 year ago

DIGITAL FOOTPRINTS

Let's discuss!

King of the Wild Things

HEADLINES

9 TYPES OF LOCAL STORIES THAT CAUSE ENGAGEMENT

1. PLACE EXPLAINERS

Every city has traits, quirks, mysteries and habits begging to be dissected. *Place Explainers* shed light on these questions.

Ex. Why Does Seattle Have So Few Kids and So Many Dogs?

2. CROWD PLEASERS

Locals love to brag about their area. *Crowd Pleasers* zero in on that feeling of pride by highlighting positive news and local successes.

Ex. Seattle Ranked 2nd-best City in the Country.

3. CURIOSITY STIMULATORS

A *Curiosity Stimulator* is something geeky, unusual, remarkable, unbelievable or clever that's tied to your local area.

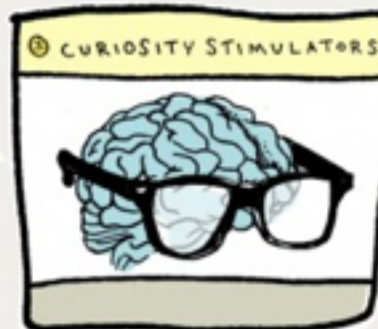*Ex.* A Rideable 4,000-pound Spider-Robot Being Built In Somerville.

4. NEWS EXPLAINERS

News Explainers take local stories and make sense of them for people. They illustrate why or how something happened.

Ex. Everything You Need to Know About California's Ballot Measures.

5. MAJOR BREAKING NEWS

Local areas are saturated with news. But *Major Breaking News* stories are the BIG stories that affect the lives of a local area as a whole.

Ex. Hurricane Sandy Makes Landfall.

6. FEEL-GOOD SMILERS

Think "awww," think "awesome," think "hilarious." Most of all, think positive: *Feel-Good Smilers* are made up of happy or funny stories.

Ex. Newborn Orca Calf Reported in Puget Sound.
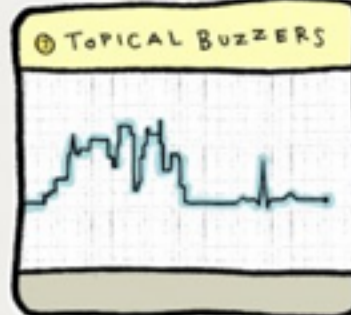
7. TOPICAL BUZZERS

A *Topical Buzzer* is the local story everyone's talking about right now. The key is timing: You must create it as people are buzzing.

Ex. Space Shuttle Endeavor Arrives in California.

8. PROVOCATIVE CONTROVERSIES

When people encounter a *Provocative Controversy*, two things happen: they get ticked off and highly opinionated.

Ex. Backlash After State Kills Entire Pack of Wolves.

9. AWE-INSPIRING VISUALS

People love beautiful images of their town, city or state. *Awe-Inspiring Visuals* capture that wonderment through photos and videos.

Ex. Video: A Stirring Time-lapse of Pacific Northwest Scenes.

What's a great headline?

It's specific

Pretend an elevator door is shutting and you want to tell someone on the other side about a story. This exercise will help you think of headlines that get right to the point and aren't vague.

It's easy to understand

People will likely see your headline while scanning social media on their mobile device. So keep it simple. If it's long and confusing, they'll likely move on to something else after a couple of seconds.

What's a great headline?

It leads to a reaction

Imagine someone seeing your headline for the first time. How will that person react? Curious? Surprised? Happy? Sad? Hopefully not disinterested or confused.

It's not overly clever

Be cautious of the overly clever headline. Creativity is a good thing. And you want your headline to stand out. But be careful you're not distracting people with a pun or an outdated cultural reference. Avoid being clever for the sake of being clever.

It captures the spirit of the story

Is it a happy story? A serious one? Is it an essay? An investigative piece? Is it written with a unique voice? Is it hard news? The style and tone of the story should be reflected in the headline.

How do you write one?

Start brainstorming headlines at the idea stage

Headline writing is an extremely challenging process. It's hard to be original and descriptive and creative in about 70 characters.

Find collaborators

This is a key part of a headline brainstorm.

Like any creative exercise, it helps to have a friend or two. Someone to bounce around ideas and support promising ideas.

You'll need a white board or notebook

See this?

Add New Post

Let's practice.
Write 15 headlines.

Along Broadway, in Chinatown, there is a single room occupancy building with blacked out windows on the second floor, dating back to the '80s. It houses more than 40 people, most of them senior immigrants living on very low incomes.

Inside, the hallway is dark and musty. There are doors on either side, leading to small bedrooms where one, two or even three people lived, crammed in with all their belongings. Everyone in the building shares a single kitchen with a single small stove, and six bathroom stalls. Cockroaches are a constant nuisance.

Despite the conditions, tenants do what they can to stay. Ady Lopez, 43, pays $400 a month for a single room that she shares with her boyfriend. Estela, her 69-year-old mother who came from Mexico about a year ago, lives in another room down the hall. Ady says she fears losing her room or being faced with a rent increase. She has nowhere else to live.

The rent for both rooms costs almost as much as Ady's entire monthly disability check. Mother and daughter live in a cheap, decrepit place and yet they barely have any money left for food.

Within a five-minute walk from the SRO, on the corner of Alpine and Spring Streets, is a very different kind of building. The three-year-old Metro at Chinatown Senior Lofts stands tall. It is a former noodle factory with hip minimalist decor and 123 subsidized units starting at around $800 a month—well below the $2,000-plus market rate for an apartment in the neighborhood's new developments.

YOUR ONLINE BRAND

Domain + Server + CMS + Design

Branding is about more than just a site
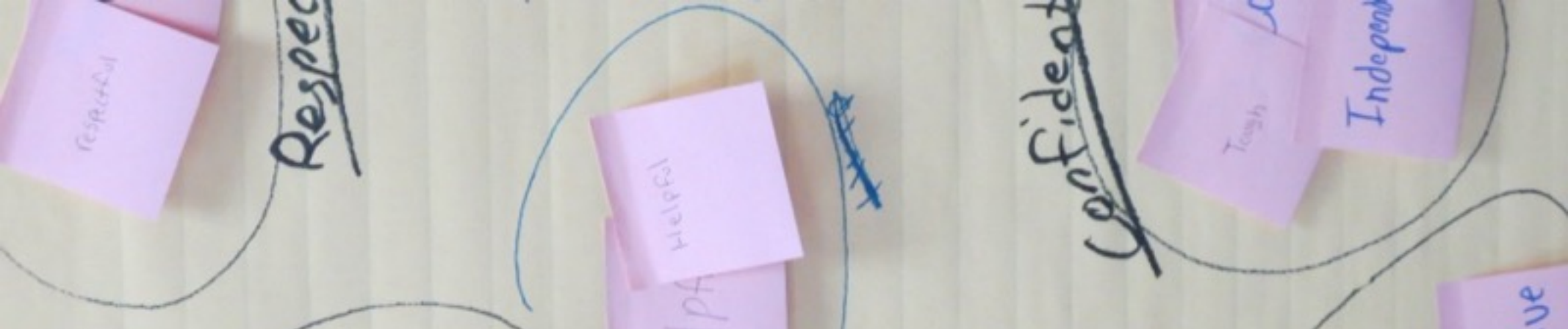
Your career needs a story. Every job should be a headline.

Your story is gonna change.

Your network is everything.

#horizontalloyalty

It's not enough to be a byline.
Be a person.

(Remember this for the examples we look at in a minute)

My Tips for Being a Person

- Use whatever platform, but get a custom domain and email address
- Keep it updated, even when you're working
- Make it easy to contact you
- Showcase your work
- Your work includes speaking and writing
- Your work includes what you do for your employer that isn't journalism

Be findable.

Picture the person you want to find and hire you to do a thing. Can they?

What You Need
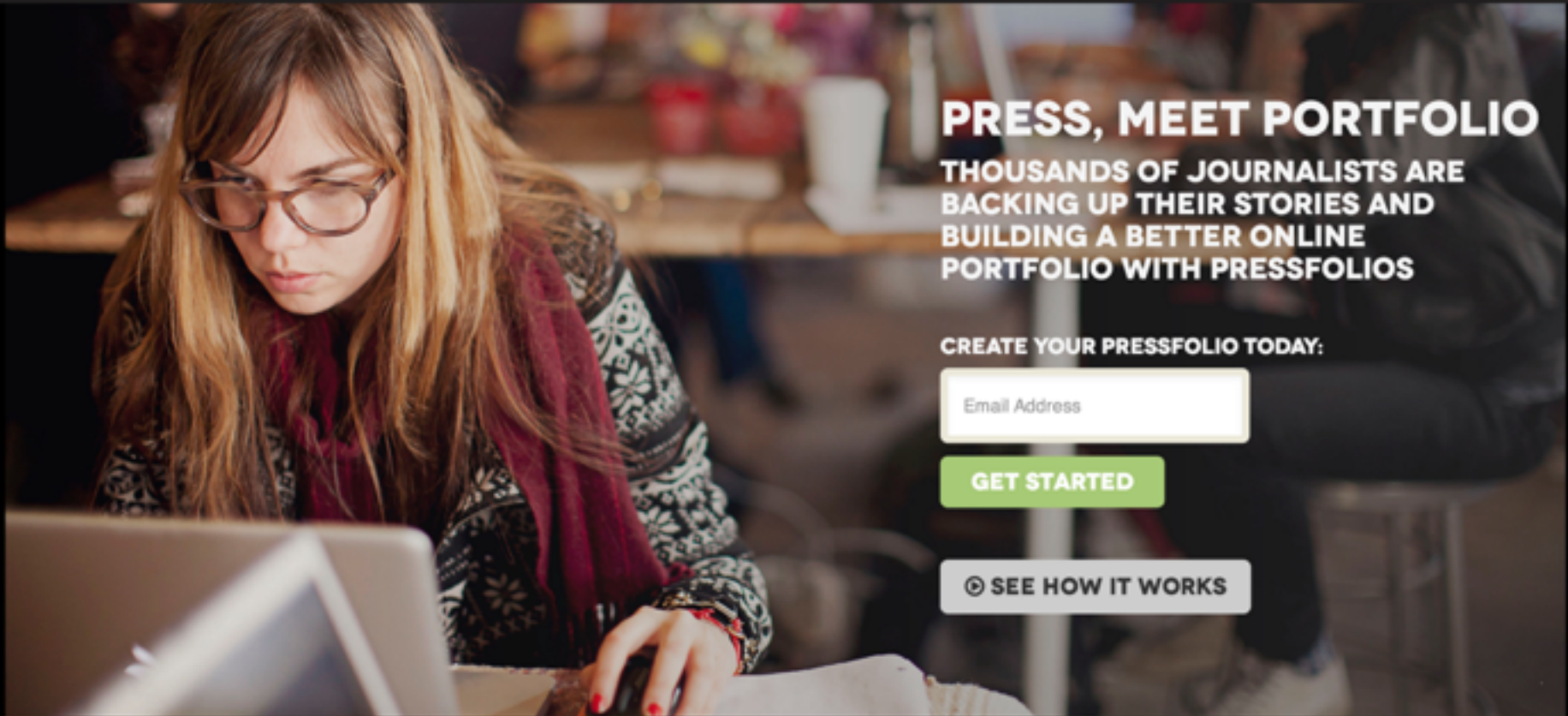
- A domain name

- Web host

- CMS

- Design/theme

Hosted options

PRESS, MEET PORTFOLIO

THOUSANDS OF JOURNALISTS ARE BACKING UP THEIR STORIES AND BUILDING A BETTER ONLINE PORTFOLIO WITH PRESSFOLIOS

CREATE YOUR PRESSFOLIO TODAY:

Email Address

GET STARTED

⊙ **SEE HOW IT WORKS**

Poynter.

TC
TechCrunch

TNW
THE NEXT WEB

ONA
ONLINE NEWS
ASSOCIATION

10,000 WORDS

Example Portfolios

Explore this selection of handpicked portfolios built with Journo Portfolio. The range of themes means all portfolios are different.

Jenni Stablein

Freelance writer.

Justin Cole

Two-time slow pitch softball batting title champion, recipient of Little Lebowski Urban Achievers Award, owner of a brand ...

Hidde Boersma

Freelance science journalist, essayist and documentary film maker, with a focus on biotechnology, genetics en bio-ethics. Works for ...

Marion Williams-Bennett

A freelance writer, blogger and PR professional with over 20 years of experience using words to move people ...

Or rent your own server

Robin Sloan, a writer & media inventor

I'm the author of *Mr. Penumbra's 24-Hour Bookstore*, a novel published by FSG and Picador in the United States and many others around the world. My second novel will be published in 2017. When not writing, I work on local politics and dork around with technology.

Recommended activities:

- Learn more about me and/or get my contact information
- Learn about my AI writing project (!)
- Consume a fictional snack
- Dig into a longer tale
- Or how about *Julie Rubicon*, a story for, and about, social networks?
- Browse some other writing
- ESCAPE ESCAPE ESCAPE

Really, the main thing to do here is sign up for my email newsletter. I try to make it feel like a note from a friend, and it's very easy to unsubscribe. Plus, there are

---

Adrian Zumbrunnen
UX/UI Designer

Hi there!

I'm Adrian, a UX designer living in Zurich, Switzerland.

Want to know more or do you want to get in touch?

Tell me more!   Get in touch!

SEPTEMBER 2016, DETROIT, USA

I'm cofounder of Dash Marshall, where I lead our strategic design work focused on American cities.

Previously I've helped develop Makeshift Society Brooklyn, Helsinki Design Lab, and a web 1.0 startup called Deepleap.

I serve on the Board of Directors at Public Policy Lab and am still trying to answer the question: what is the opposite of a sandwich? (these are unrelated.)

We can stay in touch via Flickr, Twitter, LinkedIn, Medium or telepathy.

Melody Kramer

Hi, I'm Mel. I help people and organizations think strategically about reaching new and existing audiences.

I also work on a variety of side projects that usually have to do with public media, libraries, archives, free knowledge, using the Internet as a force for good, and/or creating little bits of joy in people's lives.

I currently lead audience growth and development for the Wikimedia Foundation. I'm also a Visiting Journalist at Duke University and write a weekly column for the Poynter Institute about innovation in the news industry. A long time ago, I directed and wrote jokes for NPR's Wait Wait Don't Tell Me. I've also led product teams, edited National Geographic, and repaired books in a rare books library. Outside of work, I spend a lot of time hiking, exploring small towns in North Carolina, and hanging out with my awesome family.

@mkramer | GitHub | melodykramer@gmail.com

About this site

J Kim Bui

JOURNALIST. NERD. FUTURE-THINKER

POSTS   BIO   OUT & ABOUT   PROJECTS   COLUMNS

moniguzman

The study is up!
by MONIGUZMAN on MAY 9, 2016

Last week the American Press Institute published my study on best practices in audience engagement in journalism. It was the culmination of a lot of work I loved doing, and lessons I took away from conversations with 25 people around the industry who seem to have pieces of this puzzle figured out.

Here's the report on API's website — "The best ways to build audience and relevance by listening to and engaging your community."

It was great to see people pass the report around, and see it written up on Nieman Lab. Here's how the industry newsletter Local Fix summed it up:

Monica Guzman, a 2016 Nieman Fellow and columnist for the Seattle Times, CJR and others, released a terrific new report on community engagement. Guzman helpfully begins by defining the terms of the debate – engagement, audience, community and others – and draws on concrete examples, mostly from local newsrooms around the country. She shows clearly how smart engagement strategies are helping shift newsrooms towards more community support and strengthening the reporting process. She writes that for journalism "the real product is the relationship" between newsrooms and communities. "At its most powerful, engagement is not a layer to add on top of conventional journalistic practice, but a firmer foundation that links journalism more closely with the people it aims to serve." But one of the best things about Guzman's report is how concretely and immediately useful it is for newsrooms of any size.

Journalist & tech philosopher.
Get posts by email.
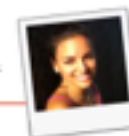
The Seattle Times

GeekWire

To search, type and hit enter

Lauren Rabaino

I believe in happy teams that are audience-focused, driven by product design, practice consistent documentation, and encourage inclusivity and accessibility — all in the spirit of telling the best stories and developing editorial brands across every platform.

On building a culture of documentation

I believe every team of every size and type will always be

Teams focused on product design

I build teams of product thinkers who put the user first, are

---

Follow sisiwei   tumblr.

Sisi Wei

Currently a News Apps Dev at ProPublica. Previously a Graphics Editor at the Washington Post. Co-founder of Code with me. I'll probably blog a lot about news games, programming education for journalists, and other shiny things. Learn other things about me.

TERRY PARRIS JR.

RESUME
CONTACT ME

QUICK VIEW
Select Category

WHAT AM I DOING?

Bankruptcy Data Detroit

Detroit Parks live-stream Map Ustream

video WDET

THE GREAT DETROIT FLOOD OF 2014
+ THE COMMUNITY

PARK SLIDER (NOT A SMALL
HAMBURGER): 2013 VS. 2014 PARK
MAINTENANCE

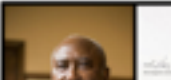DETROIT PARK WATCH: ENGAGING
THE COMMUNITY

COMMUNITY ENGAGEMENT CUBISM:
I TOOK VIDEOS SHOT BY THE
COMMUNITY AT A LOCAL MUSIC
SHOW AND MADE ONE MUSIC VIDEO

RADIO ONLINE? WHAT? FINDING
NEW WAYS TO PRESENT RADIO
JOURNALISM ON THE INTERNET

MAKING THAT RADIO
SOMETHING YOU WANT

DDOT

JENNY ANYTHING

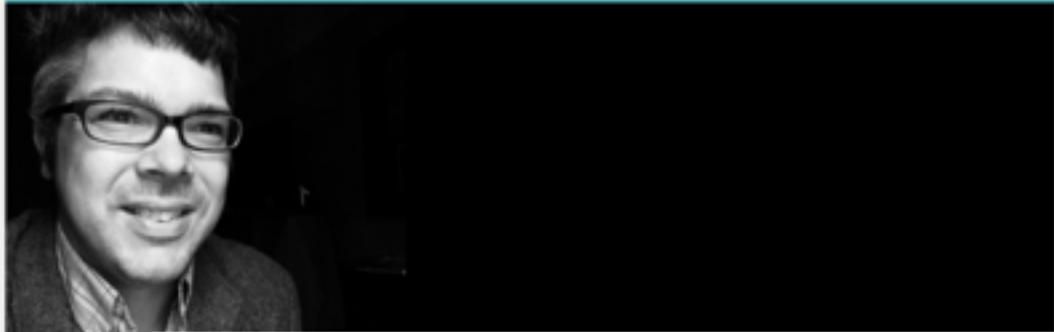WORK   ABOUT   CONSULTING + SPEAKING

JENNIFER NEILE BRANDEL

Is up to something

LIKE WHAT?

JOSH STEARNS

WRITINGS ON MEDIA, CULTURE, NATURE, AND COMMUNITY

HOME • BIO • BLOG

JOURNALIST, COMMUNITY BUILDER, CIVIC STRATEGIST

What makes it good?

- It must be easy to find and read/see your clips, links to social accounts, screenshots
- Include your resume, or some version of it
- Contact details front and center
- No mistakes, errors or out-of-date things
- Who are you???

My final tips for you

- Bookmark and save portfolio sites of people who have the job you want.
- Don't buy your domain and host from the same place.
- Be picky in how many places you "live" online, wherever those are.
- Separate personal and professional — to a degree.

Assignment #1

Create a Portfolio

Use one of the portfolio sites we went over today.

Add the following:

* At least four clips

* A bio

* A resume

Deadline: Dec. 1 at 12 noon

Assignment #2

We're Building Our Final

Bring all the content you have so you can start building your page.

Required: 1 photo (that can be cropped square, three headline versions, and short summary (Max 3o words)

Deadline: Thursday, Dec. 1 in class

Poster 1 (left):

SPRING 2017

SOCIAL MEDIA STORYTELLING FOR **LATINO AUDIENCES**

JOUR 499

THURSDAYS
10 A.M. -
11:40 P.M.

SPRING 2017

15 WEEKS

TELL STORIES ON SOCIAL MEDIA AND MOBILE PLATFORMS FOR LATINO AUDIENCES. EXPLORE STORIES ON IDENTITY, CULTURE, COMMUNITY & MORE. ENGLISH & SPANISH SPEAKERS WELCOME!

INFO: ASAGUILA@USC.EDU
LCASTANE@USC.EDU

Poster 2 (center):

SPRING 2017

ADVANCED JEDI

JOURNALISM · EMERGING · DIGITAL · INNOVATION

JOUR 499: ADVANCED JOURNALISM FOR MOBILE & EMERGING PLATFORMS

EXPLORE AND INNOVATE WITH EMERGING PLATFORMS, SUCH AS ARTIFICIAL INTELLIGENCE, BOTS, VOICE COMMAND DEVICES, CHAT APPS, MIXED REALITY, SOCIAL VIDEO SERIES, AND MORE. CHOOSE ONE PROJECT TO DEVELOP OVER THE SEMESTER IN COLLABORATION WITH ANNENBERG MEDIA'S JEDI TEAM.

WEDNESDAYS 10 A.M. - 11:40 A.M.

SECTION: 21345 · INFO: AMARA AGUILAR · ASAGUILA@USC.EDU

Poster 3 (right):

SKETCH.
PROTOTYPE.
DESIGN.
MOBILE & TABLET APPS.

INTERACTIVE MEDIA DESIGN FOR PUBLISHING

Journalism 496 | Spring 2017
Mondays, 2 p.m. - 5:20 p.m.

info: asaguila@usc.edu