## Contents

Acknow	wledgments as not a grill	XV
_		
	University of Wisconski Orthodia	1
Defin	ing Convergence	1
	Vincent F. Filak, Associate Professor,	
	University of Wisconsin Oshkosh	
	Introduction	1
	Convergence Defined	2
	Convergence in Education	2
	Why Convergence Matters	3
	Ever-increasing media usage 4	
	Audience demands 4	
	Time is of the essence 6	
	Self-interest 6	
	How to "Do" Convergence	7
	The consumer comes first 7	
	Right tool, right job 8	
	Tell stories 8	
	Final Thoughts	9
7	na Across Platforms	11
VVriti	ing / cross rianorins	11
	Glenn Hubbard, Assistant Professor,	
	East Carolina University	
	Introduction	11
	What Are You Trying To Say? Well, Write That	12
	Write for Someone Other Than Yourself	13
	But There Are Some Differences Sort Of	14

Writing Guidelines	17
Sentences, words and ph	
Verb tense 20	
Style 20	
Stylebooks 22	
Attribution 23	
Punctuation 24	
Numbers 25	
Quotes/soundbites 26	ate
Story form and length 27	
Final Four	28
2	rycon manage
Finding Stories	29
Vincent F. Filak, Associate	
University of Wisconsin Os	shkosh
Introduction	29
The Audience Principle	29
Beat Reporting	32
Follow the beat 33	
Talk to other people 33	
Look at the competition and	d outdo
them 34	
Localize the news 35	
People on people 35	Audignos demands
Beyond the Beats	oneces will be at smill 37
Read everything 37	
Sourcing yourself 38	
Stop tuning out 38  View things with wonder	30
Be nosy 39	39 High Took Highli
Final Four	41
Tilidi Tobi	ingsom 7
Reporting Beyond the Basics	43
Scott Reinardy, Associate I University of Kansas	Professor,
Introduction	43
Reporting vs. Writing	44
Information Hunters and Gatherers	45
The Internet 45	
Organizations 46	

VIII

	Social media 46	
	"Real People" vs. "Public Officials" 46	
	The Value of Information	49
	Online Reporting	54
	Access to Information	56
	Breaking news scenes 56	
	Other access issues 57	
	Final Four	60
r		
Struc	ture and Storytelling	63
9	Vincent F. Filak, Associate Professor	
	University of Wisconsin Oshkosh	
	Introduction	63
	Basic Rules of Storytelling	64
	If you wouldn't read it, don't write it 64	
	Right tool, right job 65	
	Show, don't tell 65	
	Structuring Your Stories	67
	Beginning: Make me care 67	
	Middle: Make it matter 69	
	End: Find closure 71	
	Final Four	74
11		
Photo	ography Self-control to the self-control to th	75
0	Timothy R. Gleason, Professor,	
	University of Wisconsin Oshkosh	
	Introduction	75
	Cameras and How They Work	75
	Inside the Lens	76
	Apertures 76	
	F-stop numbers 76	
	Inside the Camera Body	77
	Shutter vibration and sound 78	
	Choosing the Right Tool for the Job	79
	The cell/mobile phone camera 79	
	Compact camera 80	
	Mirrorless and DSLR systems 81	
	The Photographer's Vision	82
	Design basics 82	

X

	Faces 83		
	Patterns 85		
	Color and Grayscale		87
	Light as color 90		
	Old-school pop 90		
	Framing		92
	Playing by the Rule of Thirds	93	
	Perspectives 94		
	Putting the Image Together		94
	How to Construct a Picture Series		97
	Multimedia Photojournalism		98
	Final Four		99
7	: 6 Li		101
Intor		Besse Pules of Drocytelling	101
-	Jennifer George-Palilonis, P	rofessor,	
	Ball State University		101
	Introduction		101
	The Power of Words and Visuals		102
	The Role of the Graphics Reporter		103
	Graphics Typology		104
	Simple charts 105		
	Maps 107		
	Diagrams 107		100
	Interactivity and Graphics		109
	Instructives 109		
	Narratives 110 Simulatives 110		
	Data visualization 111		
	Working Across Platforms		113
	Collaborating with Graphics Reporte	Inside the Lens	115
		ns and an analysis of the same	120
	Final Four		120
0			
Aud	io and Video Journalism		121
0	Erika Engstrom, Professor	and	
	Gary Larson, Associate Pro	Marie Carlotte Committee C	
	University of Nevada, Las		
	Introduction 121		
	Writing for the Ear 121		

	Show and Tell: How It Helps the Audience	122	
	Word and Picture Overlap	122	
	Audio Bures and Audio Bio Dipus	123	
	The reader 123		
	The wrap-around 124		
	The package 126		
	Video	126	
	Video News Story Formats	128	
	The on-cam reader 128		
	The VO 128		
	The package 129	vieedO 101	
	Video in a Converged Environment	131	
	When Not to Use Video	133	
	Video Quality	133	
	Sound issues 133		
	Lighting problems 133		
	Visual interest 134	134	X
	Video on the Web		1
	Final Four	139	
0			
Dato	a-driven Journalism	141	
Duic	Bob Britten, Assistant Professor,		
	West Virginia University		
	Introduction and Marshill Jacques at anima philini	141	
	Thinking with Data	142	
	Types of data 142		
	Data lauradiem	143	
	C III - D-t-	144	
	Working with Paper Data	144	
	The second secon	145	
	Digital Data Searching 145		
	Scraping 145		
	How to write a simple scraper 148		
	The legal implications of scraping 149		
	FOIA requests 149		
	Working with Data	150	
	Normalization 150		
	Formattina 151		

D: / / 1	th solart it world flat belowed? 153
10 h	54 application of Francis Countries
Visualizing Data	156
	157
	59
Final Four	ast assissment 163
70	
Social Media	atomici york awaki pobliv 165
Sara Steffes Hansen, Ass	istant Professor,
University of Wisconsin	Oshkosh
Introduction	165
Observing Trends	166
User-generated content	
Seeing consumers and p	
Using mobile devices an	
Seeking media uses and	
Posing challenges and o	
Producing News Content	169
The state of the s	riting and visuals 169
Finding and verifying so	
Checking the pulse of so	
"Crowd-sourcing" inform	
updates for stories	
Researching and interac	
Using Online Writing, Visual and	
Writing online to compe	
social chasina 176	
	pictures, infographics and
short video 175	protect, mographics and
Promoting social sharing	across platforms 177
Understanding and Engaging with	
1. I.	professional journalist on
social media 183	plota populario
Final Four	EM 55Mm552 184
	Scroping 1/45
Figo and Video Journal Landson	
Multimedia Journalism	handcolom logal ett. 1 187
Steven Chappell, Directo	or of Student Publications,
	e University
Introduction	DEL motorilomeda 188
Getting Started in Skill Developme	

χij

XIII

	What the pros are doing 189		
	How to Get Going	191	
	Putting skills to the test 194		
	How to Get Ahead	196	
	It's not all about the tools 196		
	Build your brand, establish your credentials 196		
	Final Four	199	
10			
The L	aw and Convergent Journalism	201	
IZ	Daxton R. "Chip" Stewart, Associate Professor		
	and Associate Dean, Texas Christian University		
	Introduction	201	
	The First Amendment	202	
	Defamation	202	
	Publication 203		
	Falsity 204		
	Defamatory 204		
	Statement of fact 204		
	Harm 205		
	Awareness 206		
	Defenses	207	
	Anti-SLAPP protection 207		
	Privacy	208	
	Embarrassing private facts 208		
	Trespassing 208		
	Intrusion 209		
	Confidential sources 210		
	Copyright	212	
	What does copyright not protect? 213		
	Infringement 214		
	Fair use 214	010	
	Final Four	218	
70.0	be and in lower than son thought was p		
Ethi	cs in the Digital Age	219	
-	Tracy Everbach, Associate Professor,		
	University of North Texas		
	Introduction	219	
	Ethical Codes	221	
	Seeking the truth and reporting it 221		
	ocoking in the second		

		vacy and the right to know 226 228	
	Accountability		228
	Voice to the Voiceless		230
	Final Four		232
About	the Authors		233
Index			239

Minimizing harm 224

XIV