

# CULTIVATING IDEAS

BRINGING AMAZING IDEAS TO LIFE

# LOOKING FOR IDEAS

- Breaking news happenings
- Scheduled events, or recurring events that merit a second look
- News releases
- Your surroundings
- Suggestions from friends
- Anything that answers a question you've had for awhile

# BREAKING NEWS

- Anything **NOT** scheduled as part of your day
- Shootings, explosions, resignations all fit in this description
- “All hands on deck” mentality
- Journalists run toward the fire as everyone else runs away

# SCHEDULED EVENTS

- “Bread and butter” of journalism
- Often considered “padding” for newspapers
- These include: picnics, rallies and festivals
- Often seen as “PR” campaigns by some
- Scheduled events can help fuel a longer piece

# NEWS RELEASES

- Often where “scheduled events” come from
- Sent out by “flacks”
- Not always events
- Sometimes human interest pieces
- Constant flow into any newsroom
- “Easy access” journalism

# YOUR OWN IDEAS

- You will likely start off feeling a little lost, that's OK
- News sense develops over time, you may not be able to discern a good story from a great story just from taking this course
- Have you ever just had a question about something?
- Are you curious about how something works?

# AND THEN SOME

**What are people talking about around you?**

- Listen in on conversations, it's OK to eavesdrop
- This is often how profile pieces come about
- Other students can help you identify issues on campus you may have missed

# AND THEN SOME

Have you heard any interesting comments about problems on campus?

- People talk, you should listen



# AND THEN SOME

**Has someone found out that you're in this class and made a suggestion?**

- Don't make promises about doing a story
- People outside of the media often have a different definition of "newsworthy"

# MULTIMEDIA PITCHING

**Think about the projects we've seen, what do they have in common:**

- Highly visual
- Sources are accessible (don't pitch a story with sources 300 miles away)
- Can be shot over a month period, before the beginning of December (Don't pitch a story about mall Santa)
- If it's seasonal, you can spin it ahead
- Preferably can have a long period of access over a day and then revisit

# A CAVEAT

You are working on **ONE** project, not a series of projects.

Please choose something that will hold your interest for the entire semester.

Don't come to to the instructor in mid October and say you're bored and want to do a different project. That will significantly reduce the amount of time you have to work on your project **AND** put you behind.

**ALSO:** You need to start reporting as soon as you can (after pitching) to make sure you're truly "getting it."

# MULTIMEDIA PITCHING



*By The Community - Pop Culture Geek from Los Angeles, CA, USA - CES 2012 - Panasonic video cameras, CC BY 2.0.*

- Think before you pitch
- One-word is not a pitch, don't just say you want to do a story on football
- Hone down your focus, your multimedia package isn't huge
- Capture essence of a story
- Be prepared for veering and tangents

# SAMPLE IDEAS



## WATERLOO GUN & BOCCE CLUB

- Longtime Stockton establishment
- Showcase history
- Cover event happening, center reporting on that specific event
- Cover a bocce game
- Talk to proprietors about how the club came to be, what happens there and who utilizes it now



# SAMPLE IDEAS



*By Tony Hisgett from Birmingham, UK - CakesUploaded by tm, CC BY 2.0.*

## SWEET TREATS

- Cupcake/dessert specialty shops popular
- Macronage Macarons is one of more established
- Galleries of treats at each
- Video that shows how treats are made/day in the life
- Story focusing on trend of dessert shops

# SAMPLE IDEAS



## MOM & POP DINERS

- What keeps these restaurants going
- Video can be day in the life
- Photos of happenings at a diner
- Video interviews of people who run these restaurants
- Can focus on Chuck's, which moved across the street recently

# SAMPLE IDEAS



## A DAY AT STOCKTON 99

- Go on an event day, find out what brings people out
- Video interviews of viewers, drivers, owners
- Video of history of the place, particularly the reopening of the speedway
- Photos of happenings, focusing on patrons, racers and food
- Use media to give a snapshot of the location



# SAMPLE IDEAS



*Image from visitstockton.org*

## CYCLING IN STOCKTON

- Full Moon Riders meet once a month
- New bike lanes to go down Thornton Way
- Bike lanes being discussed for downtown
- Talk to cyclists, profile one who commutes on his/her bike to work

# SOME NOTES

- Course description says “journalism emphasis”
- Get clearance before you pitch for something you are involved in
- Always note your conflict of interest in the story
- Stay away from personal things, you have to remove yourself

# SOME NOTES

- You will do reporting, which means interviewing and talking to people
- You will be making phone calls to set up these interviews
- There are few assignments for this class outside the main project
- Your homework is essentially the reporting for this project