

Digital Publication Tips

Read these tips in the format digital stories should be submitted

Headline Goes Here

By First Last Name

Email address

Phone number

Paragraphs should be separated by a hard return. Do not indent the first line of a paragraph. Use single spacing between sentences. Keep paragraphs short for digital format. Consider using at least 3 sources (including organizers, experts, local officials, people from the community, etc.).

This is what your layout should look like in Google doc.

Direct quotes should be placed in separate paragraphs. See example below:

“I love to write community news stories,” said Jane Doe, multimedia journalism student at N.C. A&T. “This gives me a chance to practice my reporting skills and get published.”

Doe thinks this opportunity will help her grow as a reporter.

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End story with tagline, Jane Doe is a junior multimedia journalism student from Baltimore, Maryland.

Interview Tips and Tricks

- **Do your research**
 - **Don't go into an interview unprepared.** Sources can tell when you don't know your information—they are liable to not take you seriously or could even conclude an interview early if you haven't done your research. Search the *A&T Register* archive and read all available information about a topic before you go to an interview. You can also use that research in your story to add context through background information and data that help flesh out the story.
- **Prepare your plan**
 - Think about your interview questions ahead of time and jot some down. Be sure your questions will help you answer the what, who, when, where, why and how. Organize your questions in a flow that makes the interview feel conversational.
- **Keep things on track**
 - Some interviewees are more long-winded than others and tend to change the subject as they talk. Make sure they answer your question—they may need your help to stay on track. Jump in and move the interview along... your time is also valuable.
- **Be a good listener**
 - The best interviewers in the industry aren't the ones who think of every possible question ahead of time—they simply listen well. Hear what the person is saying and ask follow-up questions. Sometimes you may be one follow-up question away from a great piece of information you may not otherwise know. Prompts like, "What did you mean when you said..." or "Can you give me an example?" are examples of great, open-ended follow-up questions.
 - Make sure to ask sources "Is there anyone else I should talk to about this issue?"
 - Your last question should ALWAYS be, "What have I missed?"
- **Take good notes**
 - You've heard this before...always take notes, and make sure to write down facts (dates, numbers, places, etc.).
 - If you have permission to record, record your interview and transcribe it.
- **Follow your instincts**
 - Don't be afraid to stray away from your prepared list of questions. If you have a hunch there's a deeper story, don't be afraid to ask. Sometimes one

random question or thought could open up a completely different idea and outlook on a story.

- **Be professional**

- Keep in mind, you are a professional reporter. Go to your interview prepared. Show up on time and be respectful of your sources' time and input.

Package Story with Multimedia Elements

PICTURES: For better story visibility (more clicks and community interest), students are encouraged to submit at least two high-quality size (300 dpi) pictures. Pictures must be submitted with captions (5 W's and the H when possible) and names. Rule of thumb: if you can see a face, you need a name. For groups of eight or more, you do not need individual names but be able to identify the group. Do not take staged photos. Take pictures of your subjects in their natural habitat.

If your subject prefers to send you pictures, make sure to include in the caption that this is a submitted picture. Photos taken by a photographer must have their (the photographer's) approval

Review this [resource](#) for details on writing captions/cutlines.

AUDIO/PODCAST: All audio news packages should have a visual element to them. It can be the same picture used for the news article.

Each complete audio submission should include:

- a web-ready, digital print story with a headline attached (see requirements to news articles)
- Sample Type: 16bit stereo 44100 hz
- recorded audio story that runs from 1 min 15 sec to 1 min 30 sec, at 256 kbs stereo in ".MP3" or ".wav" format, which should include a high-quality actuality (7-15 sec. in length).
- a high-quality picture to go with the story and a cutline for the picture
- students should record their story in a Crosby professional studio
- Must include the tag: "For storieswetell, I'm **your name** reporting."
- Review audio news sample [here](#)

VIDEO: Video should be filmed in high resolution. All videos should be filmed in landscape (horizontal) mode.

Each complete video submission should include:

- a web-ready, digital print story with a headline attached (see requirements to news articles)
- Video files should be submitted as an MP4 format or play as a QuickTime video.
- Video captions should include a basic description of the content, where and when it took place and names of sources and/or speakers.

Principles to consider when completing a video news story

- Combine reporting, camerawork, and editing
- Grab attention, provide context, tell the details, and wrap the story.
- Film faces, especially those that are showing emotions
- Use interviews and be neutral in your tone
- Identify the shots which best tell the story
- Must include an Out Cue: "For storieswetell, I'm **your name** reporting."
- Please review this [short video](#) for more details and common lingo related to video news packages.

PHOTO GALLERIES: Photo galleries have the power of enhancing a story with imagery. Current generations consume visuals at a high rate. Consider adding a photo gallery to your story or telling a story through pictures only.

Each complete photo gallery submission should include:

- Photo galleries run with a headline
- Every photo should meet the 300-dpi resolution quality
- Write a cutline/caption with every photo (5 Ws and the H)

Check these Pulitzer Prize Winners for [Photo galleries](#)

FINALLY: Share your story on social media pages. You want your story to reach as many people as possible. This could potentially bring about a hiring opportunity.

Good luck!