

Media Writing Mapped Story Assignment

Steps in assignment:

1. Review the "mapped format" explanation in chapter 6 of *Reaching Audiences* (p. 158) and the other readings assigned on the syllabus.
2. Attend a campus event between the date of this assignment and the evening prior to the assignment due date. (Refer to the class calendar.) Take ample notes about the event, the audience's reactions and your own feelings about what occurs. Be sure also to make notes about the setting and other descriptive elements.
3. During or after the event (whatever is appropriate for the event you attend), interview at least 2-3 attendees about their experience at the event. Introduce yourself, explain that you're in a media writing class, and state that you'd like to talk to him/her about the event. Take good notes about his/her response and/or capture his/her responses with your recorder. (You shouldn't interview other students in this class, nor Mass Communication faculty.) Ask them how they felt about the event.
4. You will then write a mapped format news story, complete with an alternative (non-summary) lead and nut graph, to be submitted in hard copy on the due date shown on the class calendar. This story should have subheadings that indicate its parts clearly. You should smoothly integrate quotes (direct and indirect) from your experience and interviews at the event. This story should be at least 450 words in length and no more than 550.
5. Because the mapped format is perfect for online writing, include at the bottom of your document at least three URLs that you would link within the story (as you do with your blog posts for this class). Be sure that the rationale for including these links is obvious; include a sentence or two of explanation of their relevance if it's not immediately clear.

[Sivek note for spring 2013: no sports events for this assignment.]