



Digital Media Virtual Learning

HS/Advanced & Digital Media

April 29, 2020



Lesson: [Reporting From Home Lesson 3 (4/29/20)]

Objective/Learning Target:

Analyze the current situation and how people's priorities might have changed or stayed the same. Create story ideas based on the new reality that we all exist in.

Bell Ringer

1. Look at the websites for the Kansas City Star, Jackson County Examiner, and ESPN. What are the top stories on each site? What do you think that means when it comes to covering news during a pandemic





STORY IDEAS

Telling stories during a pandemic

01


What do people care about?





Before the Pandemic

Before the pandemic news story generation focused on the three tenets of interest that are: community, family, and the wallet. Most great stories tie into one of those three things. People are concerned about what's happening where they live. They are concerned about what happens to their family. And they are concerned about what happens to their money.





Some Similarities Now


People still care about those three things. Stories that affect any of those prongs can still be very effective. Those three items should still be where the focus lies when trying to find a good story idea.





What's Different

COVID-19 shapes everything. It affects us on all three prongs. Its changed our community and what happens in our community. We're worried more about our family and whether or not they could get it. And the wallet element? Unemployment is skyrocketing, so financial concerns are there. But now media is also needed more than ever to provide some escape. Reality is difficult right now, and media can help provide a little distraction.






02

Looking for Ideas



Community


Our community looks vastly different at the moment. There's plenty of story ideas that can spring just from those differences. Think about our audience as well. How is the community different for students? They no longer attend school. There's no more community events like dances, sports, or after school activities. How are people filling this missing time? How are people replacing things they were passionate about? How are they handling not having the ISD community around them everyday?





Family


Your audience, ISD students, are spending more time with their families than ever before. With schools out and stay at home orders in effect families are together...all the time. How is that affecting their relationships with parents and siblings? Have they gotten stronger? Is it more difficult because there's no distance? What about students with parents who have to work...are they scared? Are they nervous that they might catch the virus? How has it changed their interactions?





Wallet

Everyone is experiencing this crisis differently and finances play a big role. Some students may have parents who have been laid off or furloughed or forced to work less hours. Has this financial strain caused anxiety? Is it something that's become a daily worry? Many students have their own jobs. Are there students that are still working? What's that like? And some students lost their jobs. What does that mean? Did they need that income? Did they need that time away from family? Are they looking for more work?





Escapism


How are students staying entertained? Many forms of entertainment such as hanging out a friends house or going to the movies are no longer options. Do they find themselves spending more time on their phone? Are they consuming more media? Have they found a new hobby?





Filling the Gap

With so many events no longer happening publications are finding creative ways to fill that gap. Sports stations are creating quarantine friendly tournaments like playing HORSE via the internet or discussing past sporting events and how they affect the present. Is there some way where we can provide similar gap-filling? Can we discuss what prom would've been like? Is there a way to discuss great athletic moments from the past and how they still affect student athletes today?






03

The Human Element



Human Interest

Now more than ever the human element is the most important part of our stories. Telling the story of the magnitude and diversity of the human experience is vital in a time when it is increasingly difficult for us to experience human connection. Every story we do should be focused on the humans and how they are affected. This is not the time for generalized issue stories. This is a time for us to really dive into the humanity that exists here in the Independence School District.



Assignment

Please use this next 15-20 minutes to brainstorm as many possible story ideas as you can. Try to think of at least one that focuses on each category (community, family, wallet, escapism, and filling the gap). After you have at least 5 good ideas (but shoot for 10) share them with the rest of the staff. That way we can start trying to make some of these ideas become actual stories.

