

### **Online Article Assignment: 100 points**

Group members will each write an article under the theme decided by the group. Please keep in constant communication with your group throughout the semester to ensure that you are not including the same elements as other members of your group in your article. Remember that your idea for this article must have many tentacles or sidebars.

A common mistake I see is that reporters cite a few sources and write their content around those sources. This article is an in-depth piece. Your goal should be to inform and educate news users on this topic. I must learn something from your piece, which requires research. You will receive a grading rubric, which will reflect how you will be graded.

#### **The article must include:**

- Research
  - Examples are linking to sources used, including data, doing shoe-leather reporting (you could count how many restaurants are located within two blocks of the school in the Phoenix area that offer sub sandwiches), and speaking with experts.
- Diversity of sources
  - Citing only the opinion of people with no direct experience with the issue will result in a low grade. Think about each source and what value they add to understanding the issue.
- Educational information
  - Provide specifics and details. An example is “Arizona has one of the worst K-12 educational systems.” I would like statistics and comparative data to back up your claims, rather than assumptions and generalizations.

#### **The article must include elements:**

- **Headline** – Remember to include keywords.
- **Summary deck** – This is one to two sentences summarizing the article.
- **Your name** – By Serena Carpenter  
Location – PHOENIX – Article begins...
- **Subheads** (if necessary) – Break up lengthy articles. Be literal.
- **Meaningful links** in bold

#### **At the end of the article, provide:**

- **A pull quote** – A quote that pulls the reader into the article.
- **Info box idea(s)** – history, stats, background, map, timeline, etc.
- **Video sidebar idea** - It must be related to the text story, but cannot be the same story. For example, if you write a text story on state laws related to street performing; the video sidebar could be on the life of a street performer.
- **Bold the words** you plan to treat as links. In the order of the links within your article, place corresponding URLs at the end of your article.

#### **Examples**

<http://cronkitezine.asu.edu/fall2009/specials/educationtech/communication.html>

<http://cronkitezine.asu.edu/fall2009/specials/educationtech/ereaders.html>

<http://cronkitezine.asu.edu/specialprojects/pulse/spirit.html>