

OUR TIME. OUR PLAN. OUR FUTURE.

Instructions for Visioning Exercise Stakeholder Conference April 30, 2013

Envision NKU in five years. The university has written a strategic plan for 2013-18; we have identified implementation plans to support the strategic plan; we have executed the strategies from the plans. Now it is 2018, and NKU has been featured on the cover of a newspaper.

- What are the stories featured in news releases about NKU?
- What has NKU accomplished that has made the headlines?
- What quotes from NKU are in the news?
- What photos are displayed in the news?
- What facts and figures are being featured in the news?

Decide which paper has written about NKU from the following options:

- **The New York Times** – a national publication with a circulation of 2 million. Appeals to highly educated readers and carries in-depth analyses.
- **USA Today** – a popular national, mainstream publication reaching a broader audience with 1.7 million subscribers and over 239 million online readers. Presents shorter, surface level news articles.
- **The Chronicle of Higher Education** – a national, education-industry publication read by the academic community and those seeking jobs at colleges and universities. Print circulation exceeds 315,000, and the online version is seen by more than 1.9 million unique visitors each month.
- **The Cincinnati/Northern Kentucky Enquirer** – a regional publication reaching a broad-based local audience with over 260,000 readers. Its local impact is highly important.

Use the 3'x6' paper to layout your storyline. You may decide to use an online or traditional print format. Sample papers for each of the newspapers are provided at the workstations.

Groups will have one hour to work. At the end of the hour, storyboards will be displayed, and each group will designate a spokesperson to present their creation to the room. Presenters will have five minutes to describe their group's feature story.

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Guidelines for Newspaper Writing

FOR HEADLINES:

1. Headline needs to be crisp and clear and get the point across quickly.
2. Headline length should be 8-12 words.
3. Headline should always include an active verb (e.g., announces, launches, introduces).
4. If something is first, new, or unusual in another way, say so in the headline.
5. Headline emphasizes a local angle if story appearing in local outlet.
6. Headline appeals to special interests of editors and target audience.
7. Consider the use of a subhead that expands on the main headline by singling out a key aspect of the story.

FOR LEADS:

1. Leads focus on the most significant aspect of the story.
2. For news leads, the "who, what, when, where, why and how" questions are answered. Sometimes, it takes a couple of paragraphs to do so.
3. News leads should be short – one or two sentences over a couple of paragraphs.
4. News leads use active voice.
5. Feature stories use descriptive leads that are longer and paint a picture of someone or set a scene.

FORMAT OF STORY:

1. News stories use an inverted pyramid format with most important facts mentioned first and least important facts mentioned last.
2. Feature stories will focus on human interest angle and tend to be told like a story (beginning, middle, end).

PHOTOS:

1. Photo should have human element (focus on people) as much as possible.
2. Photo should reflect key information presented in story, but also add information that is not told in the story.