

**UNDER PRESSURE**

***TIPSHEET***

***FOR BREAKING NEWS AND DAILY TURNS***

* There **IS** news in the newsroom

(this doesn’t mean someone doesn’t have to go to the scene but you can help from newsroom)

* SPEED KILLS!!!
* Slow Down! (Don’t be RoadRunner)
* Stop
* Spend a Few Minutes Thinking AND Working
* Keep a level head
* Take a deep breath
* Put event into CONTEXT
* Find ways to be extraordinary
* Meet and make a plan
* Talk it out with people whom you respect
* Try to Find Something OF VALUE – Don’t just Grandstand
* Think creatively
* Be OPEN to possibilities
  + ASK:
  + What don’t we know after the obvious “nuts and bolts”?
  + What do we WANT our viewers to know? What should they know?
  + What would help viewers/readers understand this event more (put into context)?
  + What will help our organization’s coverage provide that context and help us stand out?
* Think outside the box to answer above questions.
* What data might be available?
* How easily is it accessed?
* Is it in a form I can understand and analyze?
* How fast can I understand and analyze it?
* What value could it provide to our coverage?
* Where do I go to get data?
* **DO**
* Find relationships; put event into context
* Be ready BEFORE breaking news hits
* Keep a special database folder to turn to when breaking news hits
* Keep adding to that folder
* Use databases often
* Push yourself to do something different once a month or once a quarter
* Try using data and responding BEFORE event happens
* Practice, practice, practice
* **DON’T**
* Rush to judgment
* In the effort to get on the air\publish forget to ask basic who, what, where, why AND how did I get this information? questions
* Lack context
* Forget to ask – does this ring true? If it doesn’t triple check again
* NOT question your sources and their motivations just like you do on “normal day reporting
* **USE**
* Social media for a sense of what’s going on
* Google Street View (in Google Maps)
* **KNOW**
* Know building & construction databases
* Know who’s responsible for what
* Know resources you can access quickly and efficiently
* Know where to look
* Know what to look for
* How to turn data into interesting copy
* **PRACTICE**
* Breaking data from non-breaking stories
* Digging into these types of stories from time to time even if you don’t actually use it on the air or in a story
* Using databases in your spare time
* Exercises and deadlines
* **BUILD**
* Database library on your own
* Knowledge of where and how to get data
* Favorites folders with quick sites to use in a hurry
* Lists of contacts and resources
* Team approach where all ‘get it’
* Make the story pitch once you have the story, not before
* Create CONTEXT
* Find ways to be extraordinary
* SPEED KILLS!!!