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NSPA

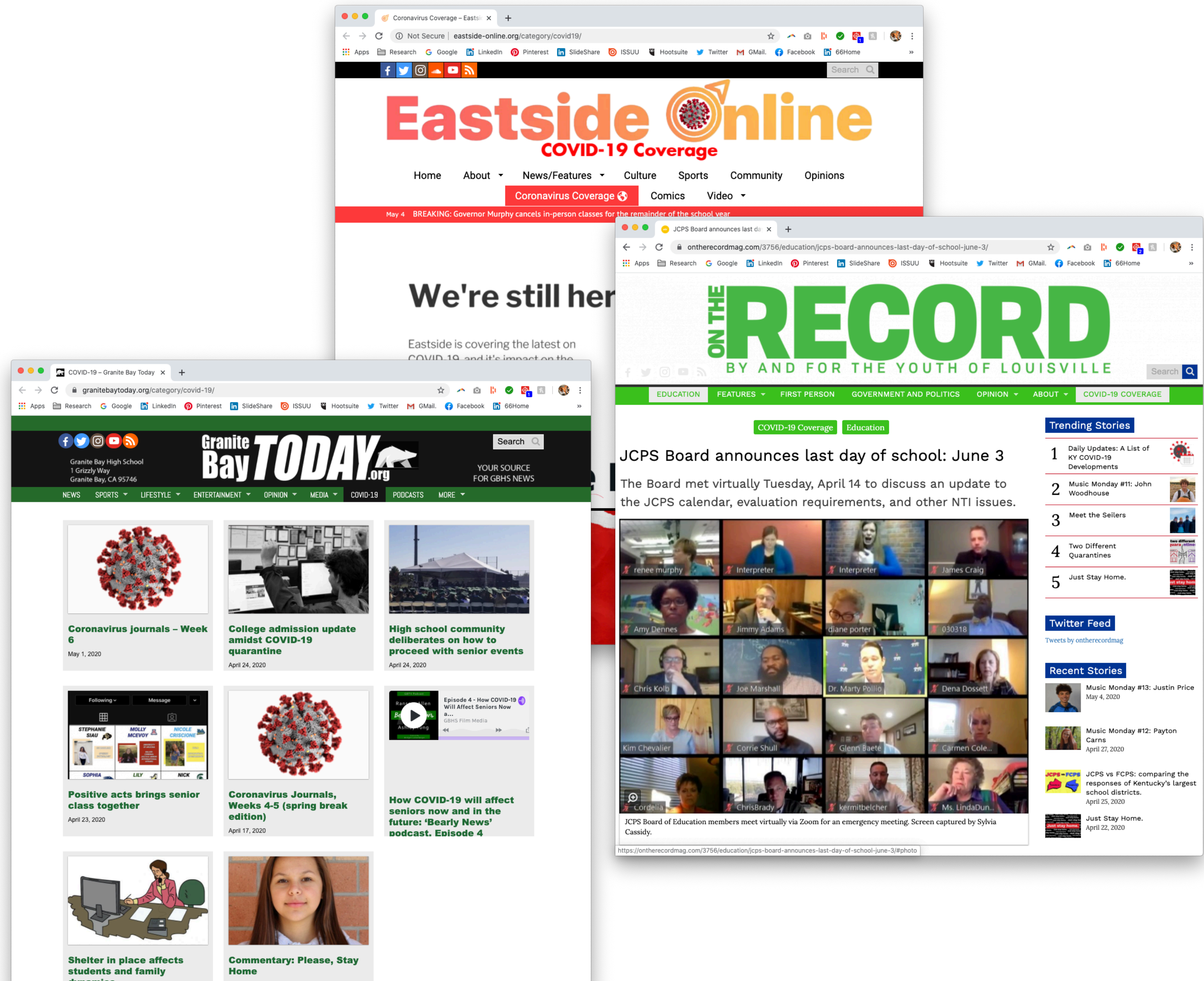
COVID19

PACKAGING THE NEWS ONLINE

COVERAGE

The best coverage is local.

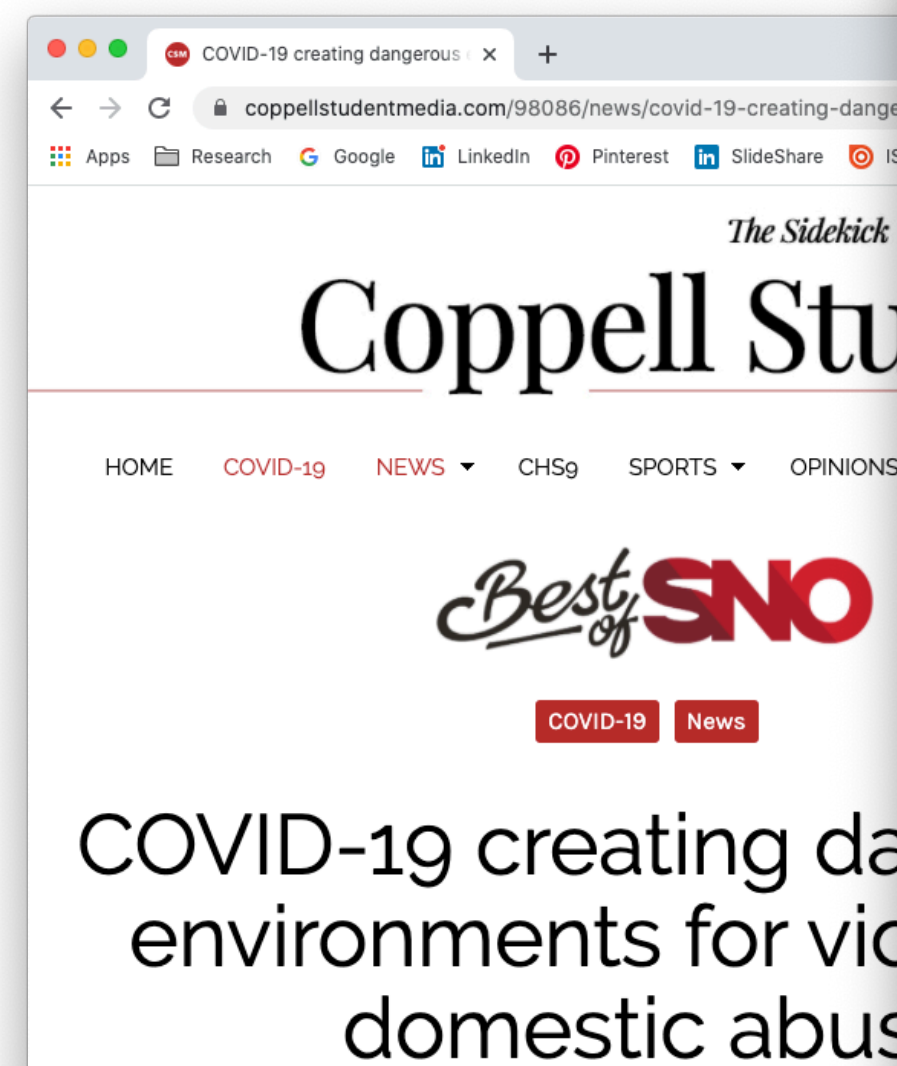
You can't compete with ABC News, *USA Today* or even the *Dallas Morning News* when it comes to overall coverage. However, you can cover your school and school community better than anyone else can. And if you don't cover your school, who will?



REPORTING

Don't forget reporting basics.

Use multiple sources. Use people, not press releases or websites, as sources. Press releases and websites are the start of the research for the story, not the end.



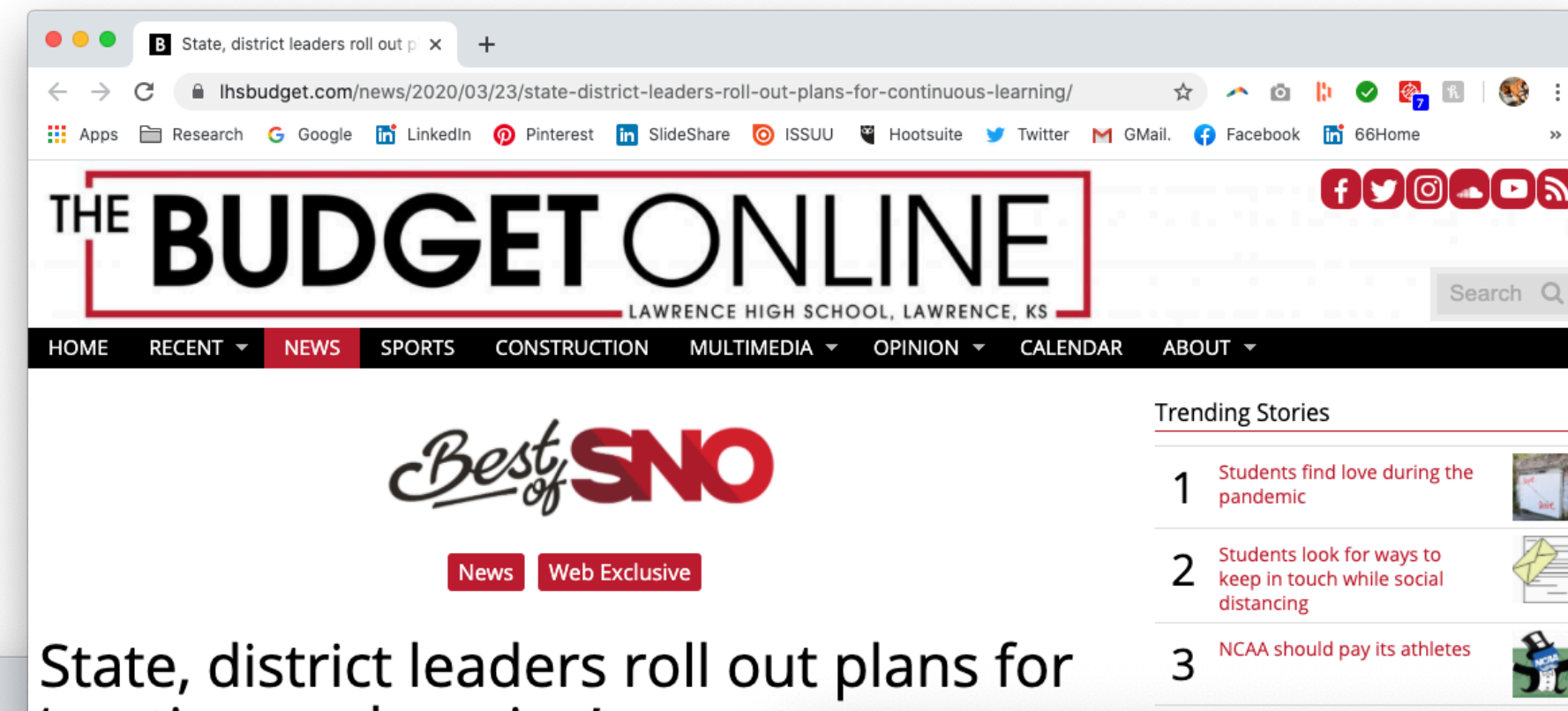
Avani Kashyap, Staff Writer
APRIL 21, 2020

When Dallas County issued a shelter-in-place order on March 23, domestic abuse shelter officials anticipated a high uptake in the volume of calls they received. To their surprise, the social distancing created an unprecedented result.

While the stresses of the COVID-19 pandemic have led to increased incidents of domestic violence, many victims are hesitant to call for help as they are unable to find privacy from their abusers.

"These are such uncertain times for everybody, but if you are a victim of domestic violence and you are isolated with your abusive partner it can actually be more dangerous in the home," said

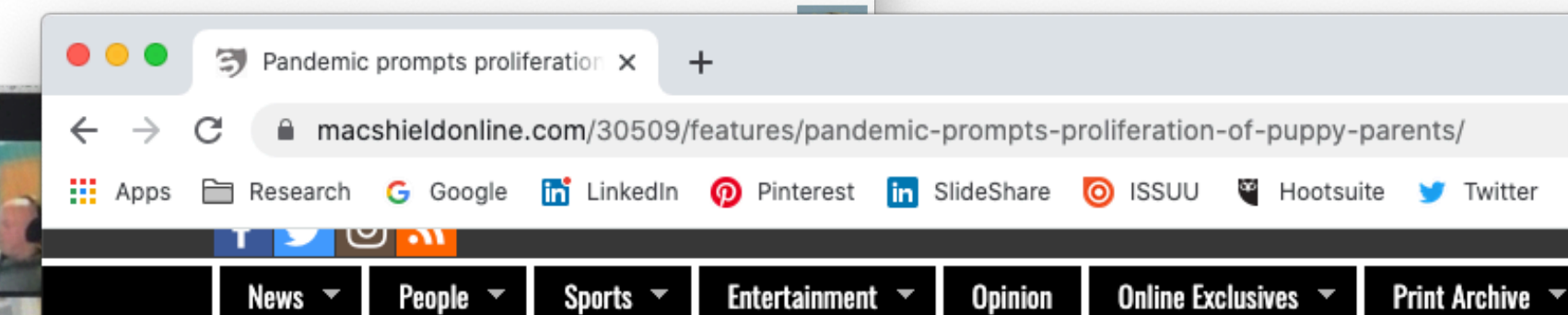
Jan Langbein, CEO of Genesis Women's Shelter in Dallas. "We thought at first we would see a big uptake in the number of people who call us, but what we have found is that's not the case. Women cannot call because the abuser is right there, in the next room, and has taken her phone away or has



State, district leaders roll out plans for 'continuous learning'



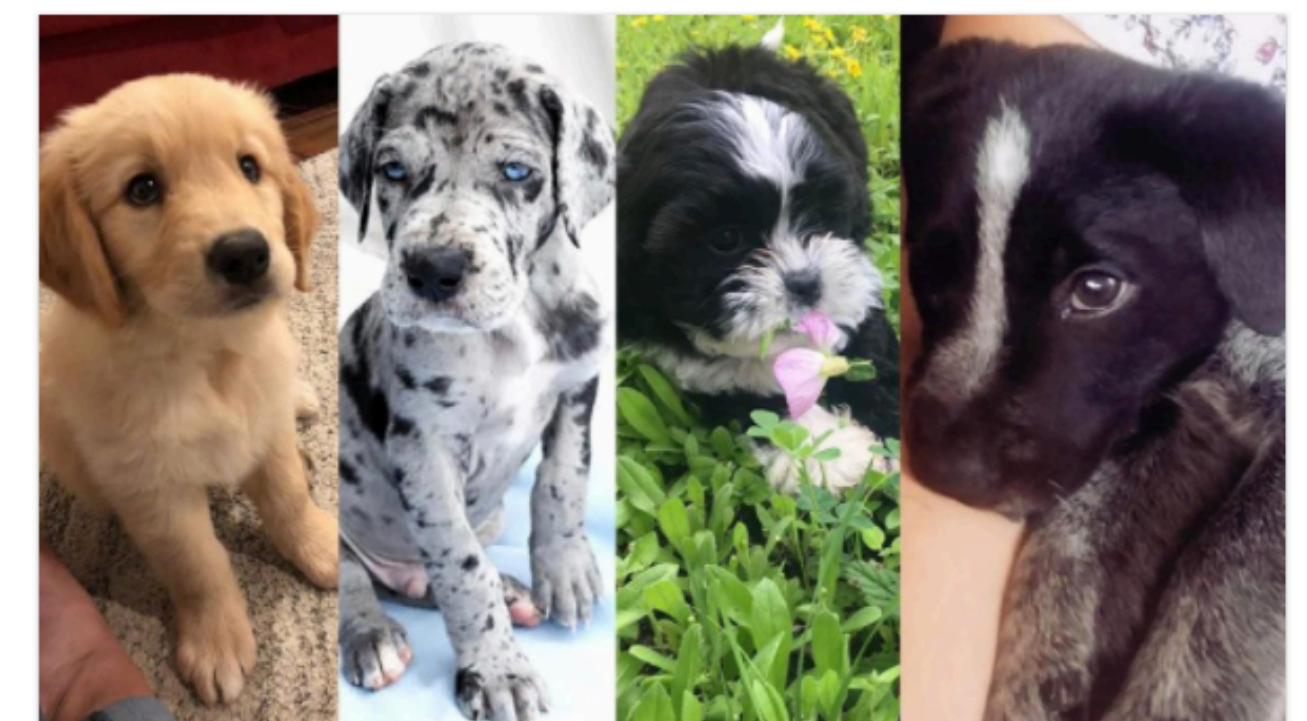
By Daniel Davidson, Online Co-Editor in Chief
March 23, 2020



Coronavirus/COVID-19 MACulty at Work People

Pandemic prompts proliferation of puppy parents

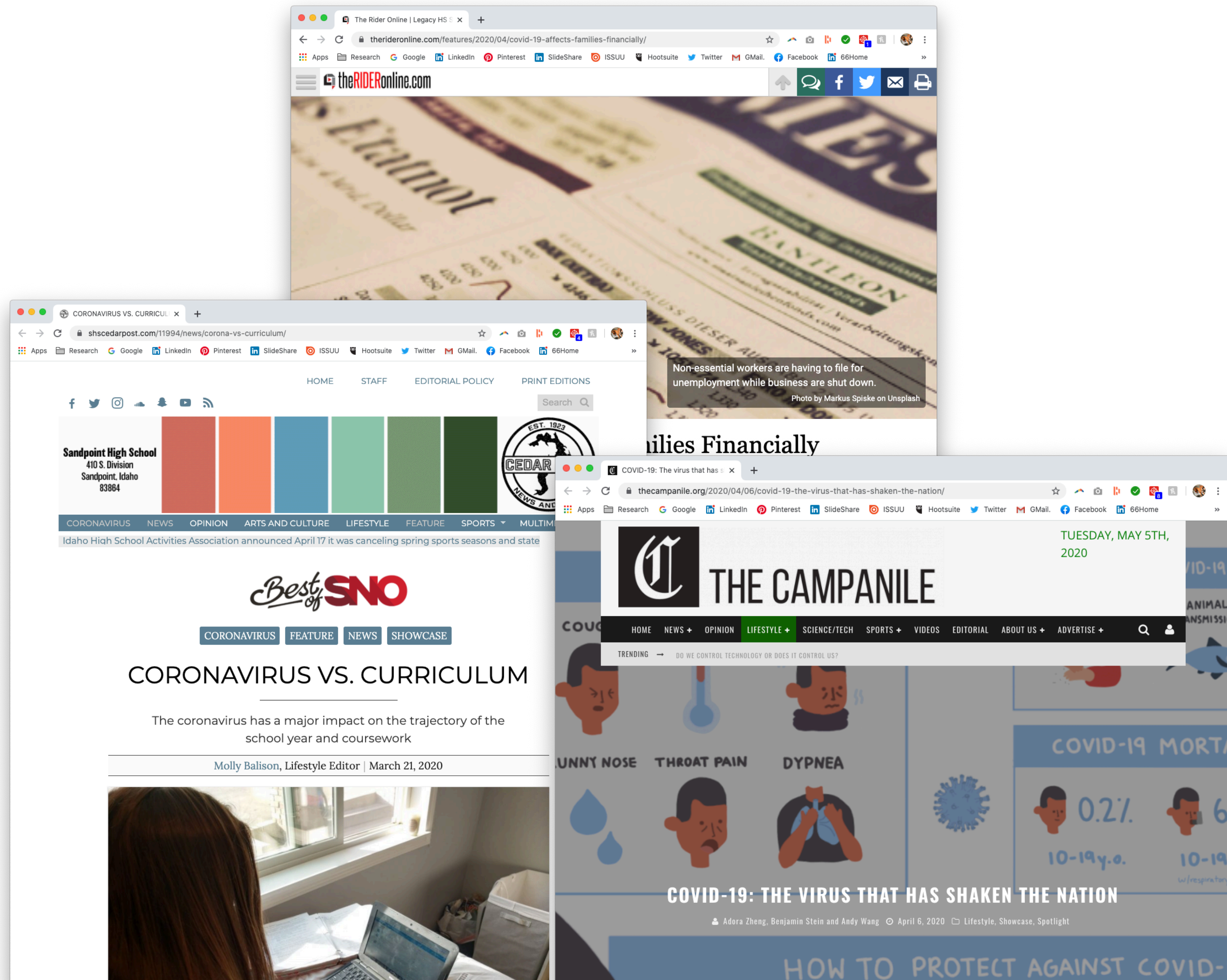
With time to train and play, at least four staff members adopt dogs to say paw-sitive during ruff times



EXPERTISE

Don't be an expert on something you're not an expert in – such as COVID-19.

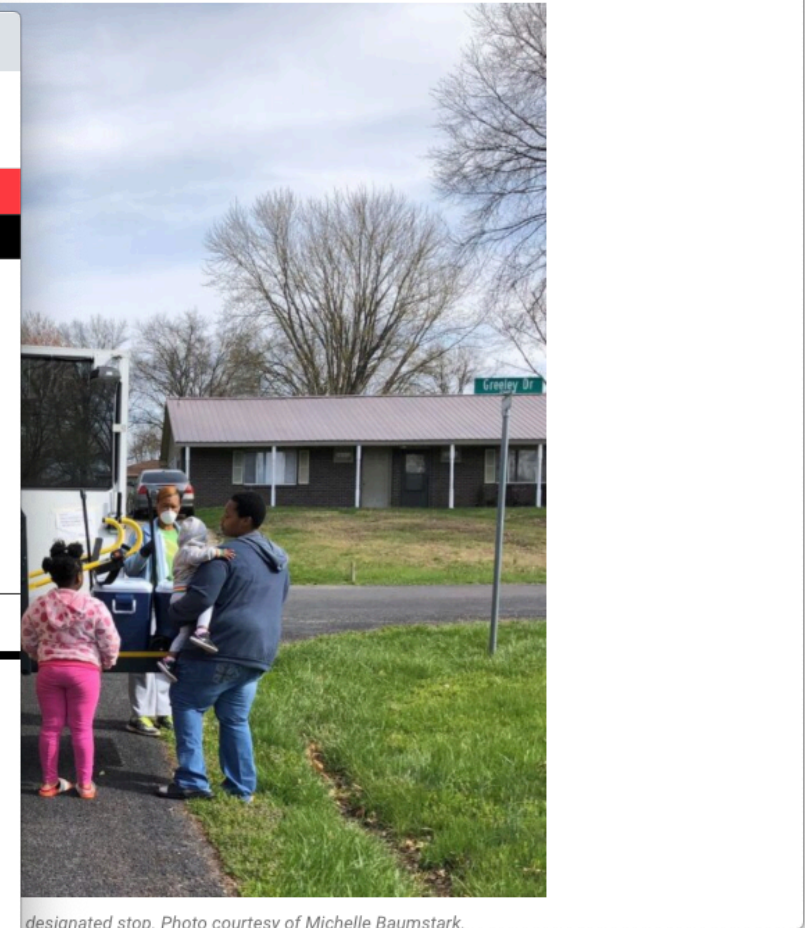
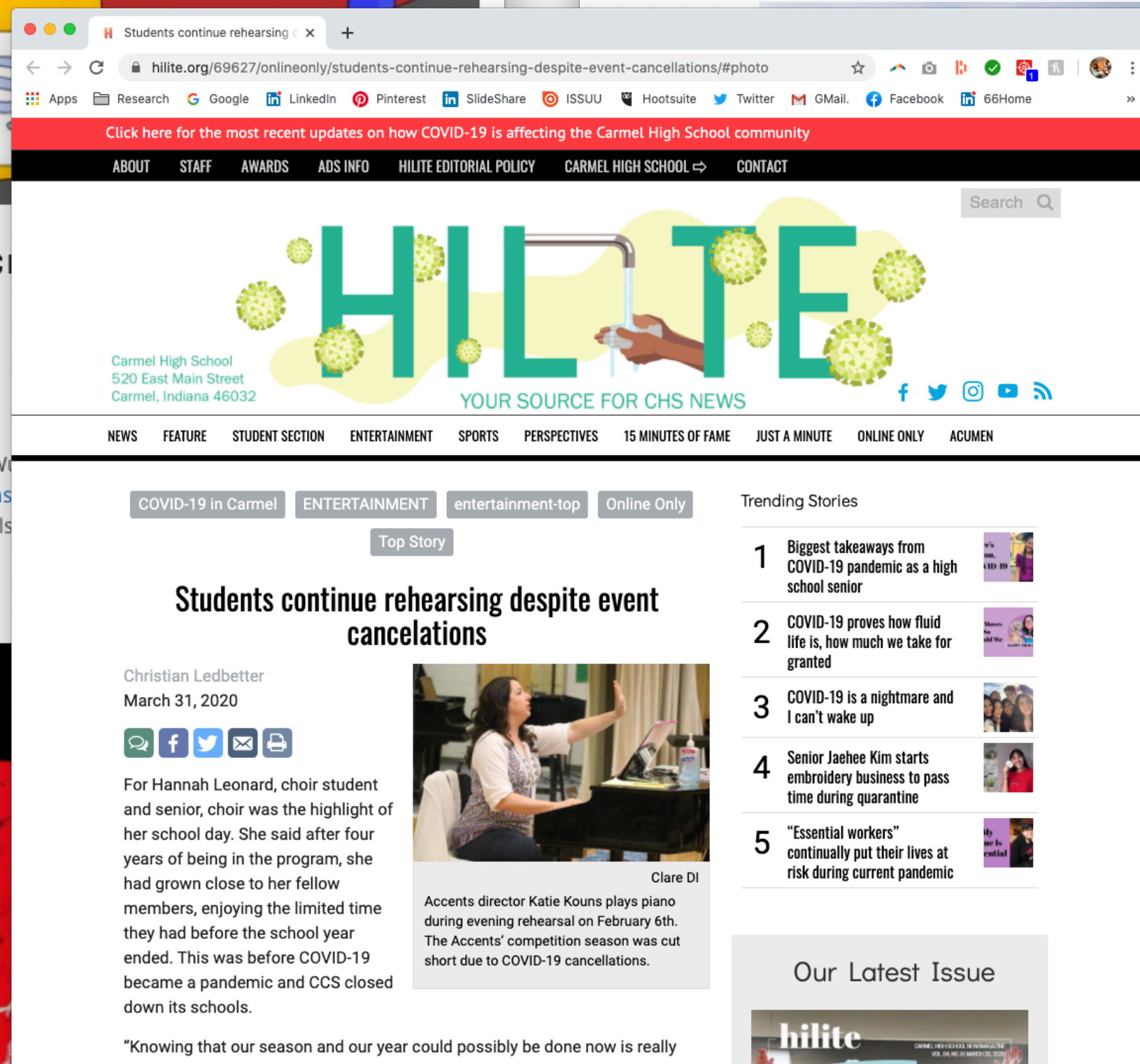
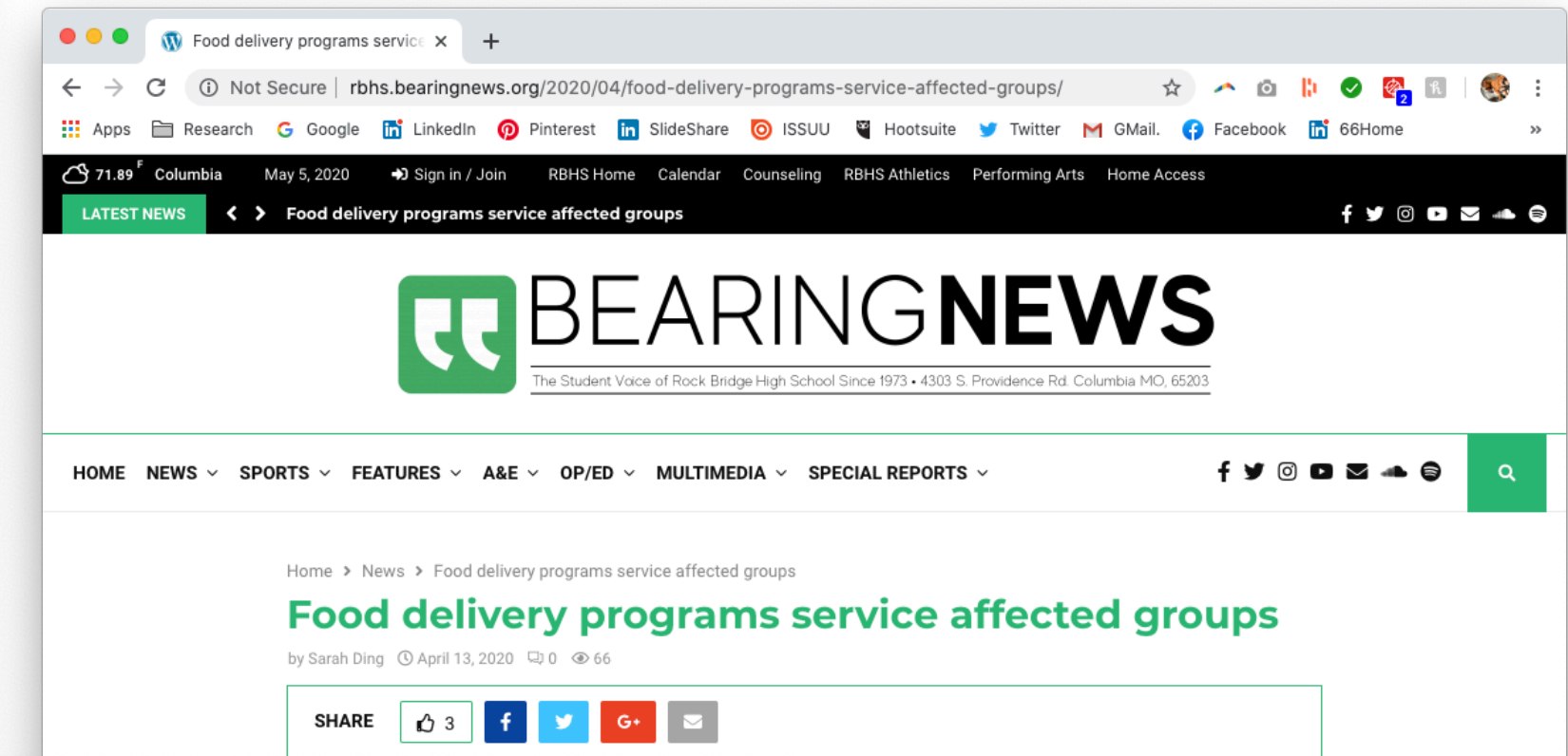
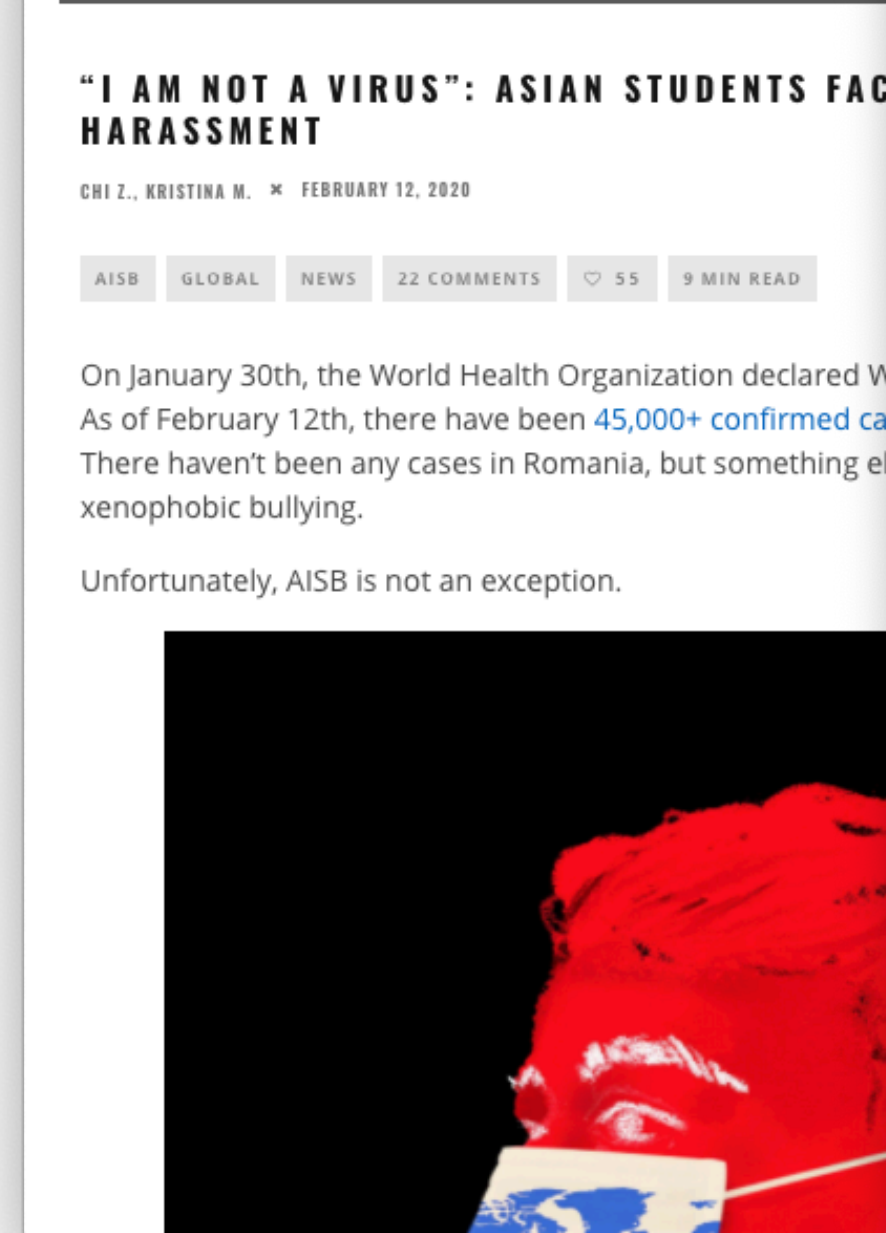
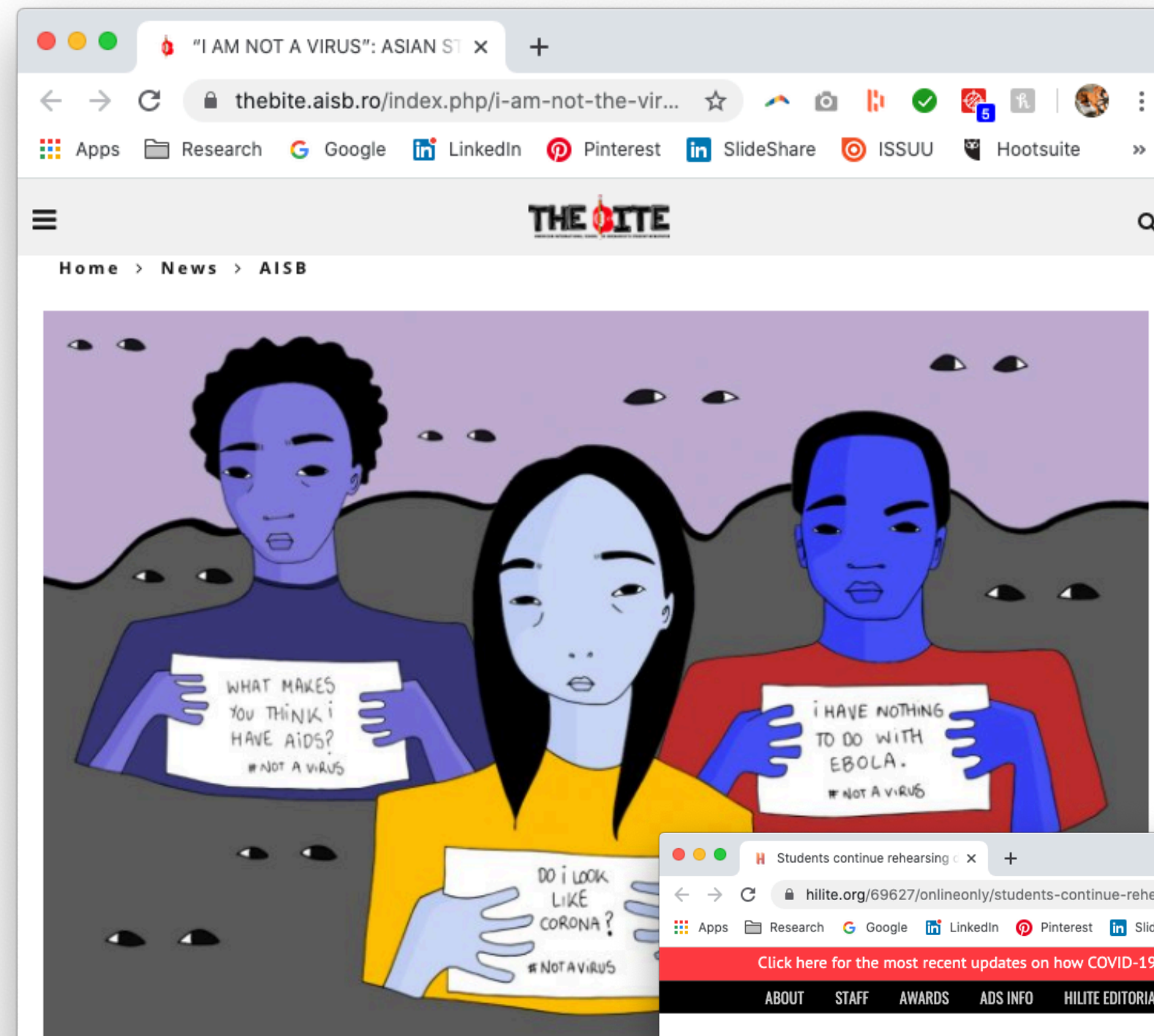
Use authoritative sources to tell the stories you want to tell. Some of the best stories I saw were on local front-line personnel: grocery store workers, EMS professionals, firefighters, nurses, etc. Those are your sources.



CREATIVE ANGLES

Think of innovative angles on this story.

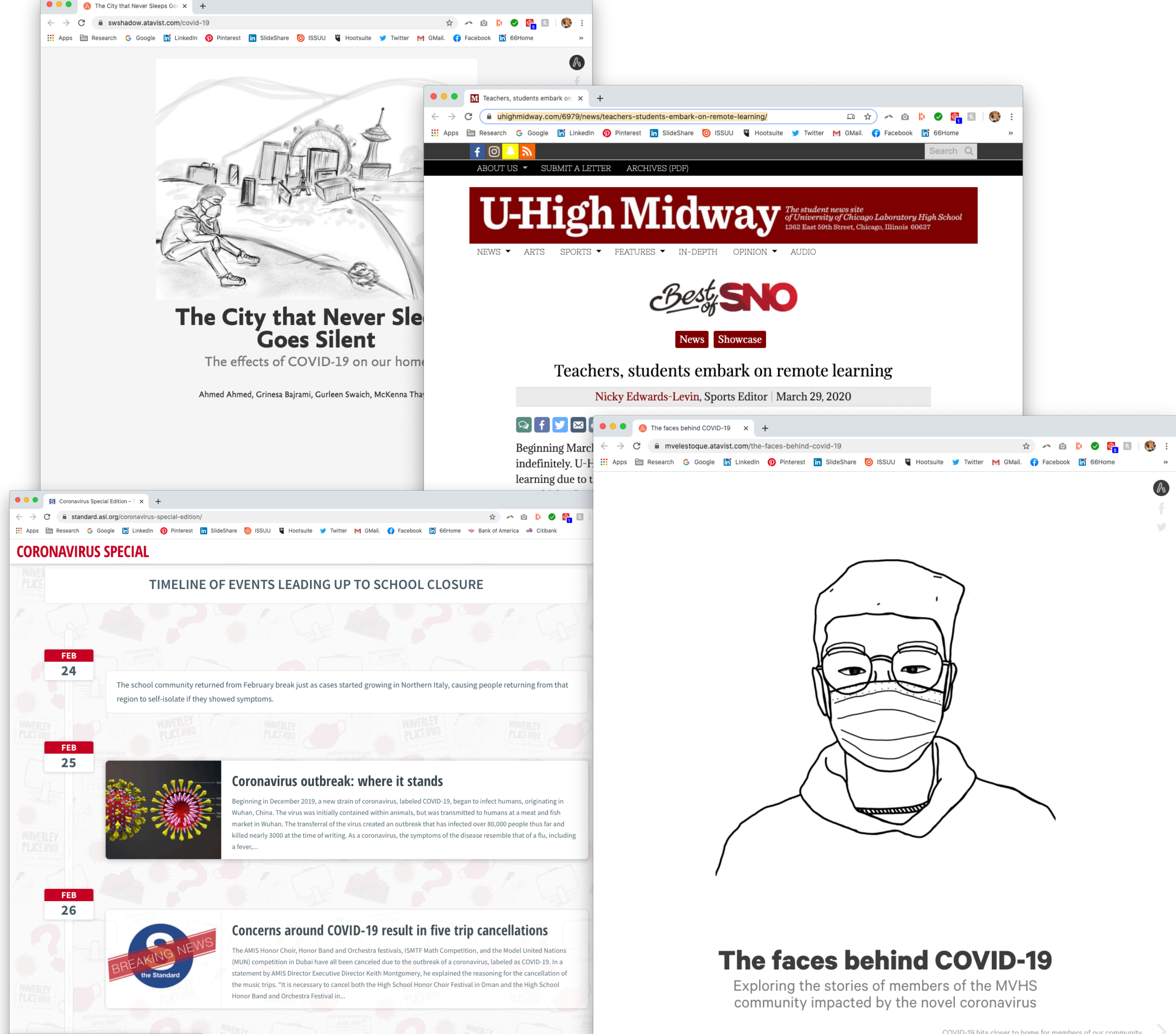
From the freshmen point of view.
How Asian students have felt discrimination. How to stay healthy.
How to cut hair. Making your own mask.
How last year's seniors adjusted to college. How teachers adjusted to teaching online with no training.



PRESENTATION

This is the time to learn new ways to present the story online.

A headline, 1,000 words, a photo and a caption. That's cool. But, especially online, think about audio and video to go with the words and photos. Think about photo galleries. Think about maps. Think about interactive infographics. Think about completely new ways to present things. Have fun.





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With Bradley Wilson, Ph.D.