

GAHHH?! WHAT SHOULD I DO? A FLOWCHART FOR ASPIRING MULTI-PLATFORM REPORTERS

WHAT IS YOUR STORY MAINLY ABOUT?

A SEQUENCE OF EVENTS OR PROCESS

DATA & NUMBERS

PEOPLE

A MUCH TALKED ABOUT SUBJECT

A PLACE OR PLACES

DO YOU HAVE ACCURATE INFORMATION ABOUT HOW THINGS UNFOLDED?

IS IT RELIABLE, DATA/INFO WHICH TELLS A STORY?

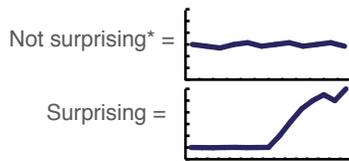
WHAT RESOURCES ARE AVAILABLE?

ARE FOLKS HAVING AN INTERESTING AND ONGOING DEBATE ONLINE?

IS THERE ENOUGH INFORMATION TO TELL A GEOGRAPHICAL STORY?

YES
NO
FUGGEDABOUTIT

REMINDER OF WHAT'S A STORY:



*Mind you, sometimes unchanged data values can tell a story, too.

YES
NO
DON'T WASTE YOUR TIME!

I HAVE A CAMERA
SOMEONE ELSE HAS PHOTOS!

HOW ABOUT A PHOTO GALLERY?

What's the photo? (Picture in your head)
Would I want to see that?
Do you have at least six good photos to tell your story?

Types of shots:

1. The shot that encapsulates your story
2. Portrait
3. Detail
4. Action Shot (them doing something)
5. Establishing shot

YES
NO
LOOK ELSEWHERE FOR BETTER MULTIMEDIA/ ONLINE STORYTELLING OPPORTUNITIES...
YES
NO
MEH, WHY BOTHER THEN?

MAKE A EXPLANATORY GRAPHIC

- 1.) Gather the information (in text). You want at least five points in time, no more than 10
- 2.) Gather accompanying media (illustrations, audio, video, images, etc.)
- 3.) Make an explanatory graphic like a diagram, flow chart or timeline using Illustrator

MAKE A GRAPHIC WITH THESE TOOLS!

1. [Google Spreadsheets](#) or [Excel](#) to process data
2. [Google Spreadsheets](#), [Illustrator](#) or [code](#) to build graphic/maps

NOT PRETTY ENOUGH? WANNA LEARN MORE?

WANNA SHOOT SOME VIDEO?

1. Shoot actions, hold the camera still for 10 seconds at a time. Use lamivo.com/fiveshot_glossy.pdf as a guide

THIS WAS FUN BUT HOW CAN I GET BETTER?

DOING MORE VIDEO!

1. Buy better [gear](#)
2. Watch lots of videos to become better at editing
3. Shoot for practice everywhere, all the time (seriously)

CROWD-DRIVEN STORYTELLING!

1. [Curate the voices](#): Look where your audience is and pick out the best parts from their conversation
2. [A call to action](#): Solicit opinions or creative content of from your audiences (Google Forms!); or create a forum for people to discuss a subject

MAKE A MAP!

1. Find or put together information for your map: addresses, spreadsheets with latitude and longitude information or geographic files (.shp, .kml, etc.)
- 2.) Make your map

GUIDES FOR GEEKS: MORE DATA STUFF!

1. Read this [free data journalism book](#) (written by a bunch of online journo)
2. Learn to code in a year with [Code Academy](#)
3. Learn to use [D3 js libraries](#)

WILD CARD! OTHER TOOLS YOU CAN EXPLORE

- [Documentcloud](#): Let's you annotate original documents
- [iMovie](#) or [Windows Moviemaker](#): Basic video editing tool for dummies (more advanced Premiere)
- [Photoshop](#): Photo editing tool
- [Soundcloud](#): Audio hosting
- [Audacity](#): audio editing
- Above all: be resourceful. If you need something, Google it!