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

WHAT IS YOUR STORY MAINLY ABOUT?

A SEQUENCE OF EVENTS

DO YOU HAVE ACCURATE INFORMATION ABOUT HOW THINGS UNFOLDED?

YES — NO

FUGGEDABOUTIT

MAKE A TIMELINE!

1.) Gather the information (in text). You want at least five points in time
2.) Gather accompanying media (audio, video, images, etc.)
3.) Make a timeline using Timeline.js

GUIDES FOR GEEKS: MORE DATA STUFF!

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

DATA & NUMBERS

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

REMINDER OF WHAT'S A STORY:

Not surprising* =

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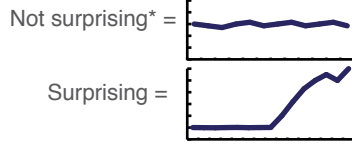
*Mind you, sometimes unchanged data values can tell a story, too.

YES — NO

DON'T WASTE YOUR TIME!

MAKE A GRAPHIC WITH THESE TOOLS!

1. Google Spreadsheets or Excel to process data (tutorial)
2. Google Spreadsheets to build graphic/maps

NOT PRETTY ENOUGH? WANNA LEARN MORE?

PEOPLE

WHAT RESOURCES ARE AVAILABLE?

I HAVE A POCKET CAM — WIRE 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

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. Read In The Blink of an Eye, a book about editing
3. Shoot for practice everywhere, all the time (seriously)

A CONTROVERSIAL SUBJECT

ARE FOLKS HAVING AN INTERESTING AND ONGOING DEBATE ONLINE?

YES — NO

LOOK ELSEWHERE FOR BETTER MULTIMEDIA/ ONLINE STORYTELLING OPPORTUNITIES...

CROWD-DRIVEN STORYTELLING!

1. Storify the debate: Use tweets, vines, instagram and other online media to show a developing debate
2. Facebook, Instagram, Twitter, etc.: Solicit opinions or creative content of from your audiences; or create a forum for people to discuss a subject

A PLACE

IS THERE ENOUGH INFORMATION TO TELL A GEOGRAPHICAL STORY?

YES — NO

MEH, WHY BOTHER THEN?

MAKE A MAP!

1. Find information for your map: addresses, spread-sheets with latitude and longitude information or geographic files (.shp, .kml, etc.)
2.) Make your map using Google Maps Engine

WILD CARD! OTHER TOOLS YOU CAN EXPLORE

Documentcloud: Let's you annotate original documents
iMovie or Windows Moviemaker: Basic video editing tool for dummies
Gimp: Photo editing tool
Soundcloud: Audio hosting
Audacity: audio editing

Above all: be resourceful. If you need something, google it!