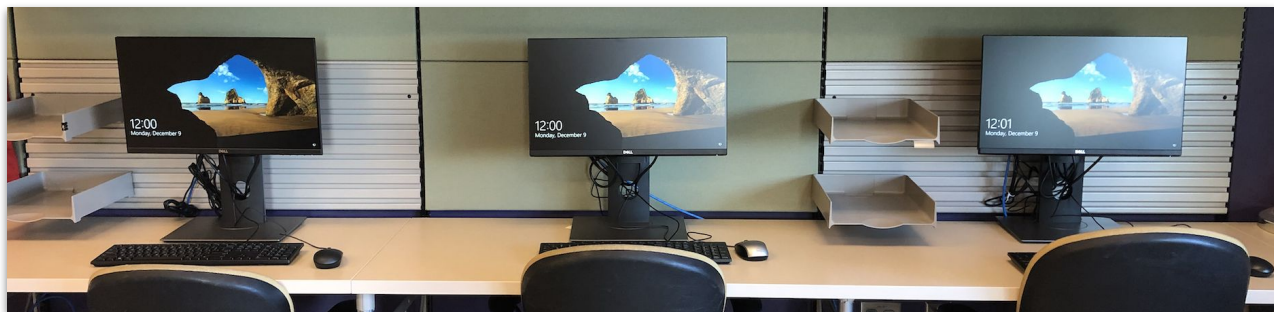


THE/BROADSIDE

Since 1952 • COCC's source for news

Newsroom updates



Always get the name of the dog • Better to get it right than get it first • Trust is our most important asset • Endure the awkward silences in interviews • Avoid cliches like the plague • Pick up the damn phone • And get out of the damn office • Only quote when paraphrasing doesn't do a better job • With multimedia: complement, don't repeat • Know your equipment before you hit the field • Give credit and thanks for user submissions • Follow the money • Ask open-ended questions • Keep asking yourself: What is the story REALLY about? • Get good natural sound • Experiment and take risks • Capture more b-roll than you think you need • When the eye and the ear compete, the eye wins • Better to coach writers than fix broken stories • Reports are about information; stories are about experience • Get to interviews early and stay late • Don't let the powerful answer in the passive voice: "Mistakes were made" •

@here for the journalism

40 time-tested tips that never go out of style

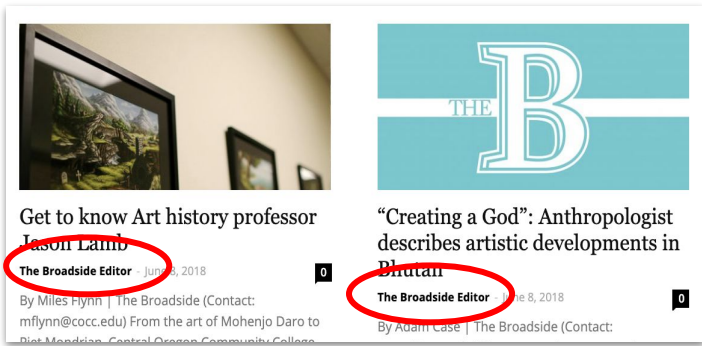
The best quote often comes after the reporter closes the notebook • Journalism is a discipline of verification, not assertion • Good writing is not magic, it's a process • Great journalism comes at the intersection of craft and opportunity • Take responsibility for what readers know and understand • Each reader brings an autobiography with them to a story • In a nut graph, it's not the graph that's important, but the nut • Place the emphatic word in a sentence at the end • The antidote to procrastination is rehearsal • Show AND tell • Get a good quote high in the story • Express your most important idea in the shortest sentence • The most powerful form of punctuation is white space • Write early to learn what you still need to know • Tell the audience what you know — and how you know it • Don't just interview the boss, talk to the mechanic • To find stories, take a different route home •
If your mother says she loves you, check it out

Poynter.

Inventory of current equipment took place, new computers ordered and in place in early November

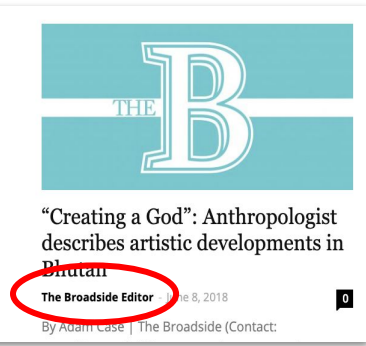
Digital publishing preparation

- Regained editing access for thebroadsideonline.com, upgraded website servers, hosting space
- New individual writer, editor accounts established
- New Instagram and Facebook accounts created
- Google Analytics set up



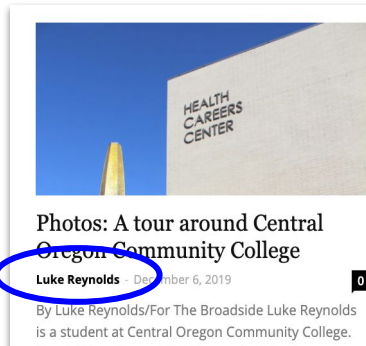
Get to know Art history professor Jason Lamb
The Broadside Editor - June 3, 2018

By Miles Flynn | The Broadside (Contact: mflynn@cocc.edu) From the art of Mohenjo Daro to Piet Mondrian, Central Oregon Community College



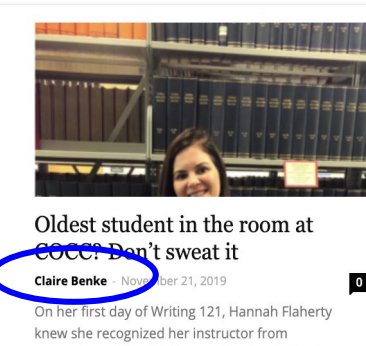
“Creating a God”: Anthropologist describes artistic developments in Bhutan
The Broadside Editor - June 8, 2018

By Adam Case | The Broadside (Contact: ...)



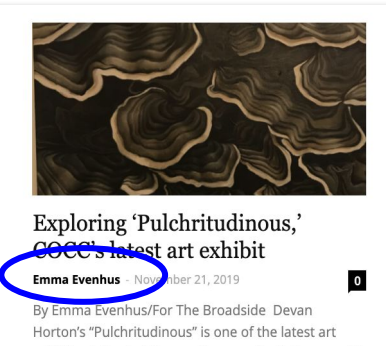
Photos: A tour around Central Oregon Community College
Luke Reynolds - December 6, 2019

By Luke Reynolds/For The Broadside Luke Reynolds is a student at Central Oregon Community College.



Oldest student in the room at COCC? Don't sweat it
Claire Benke - November 21, 2019

On her first day of Writing 121, Hannah Flaherty knew she recognized her instructor from



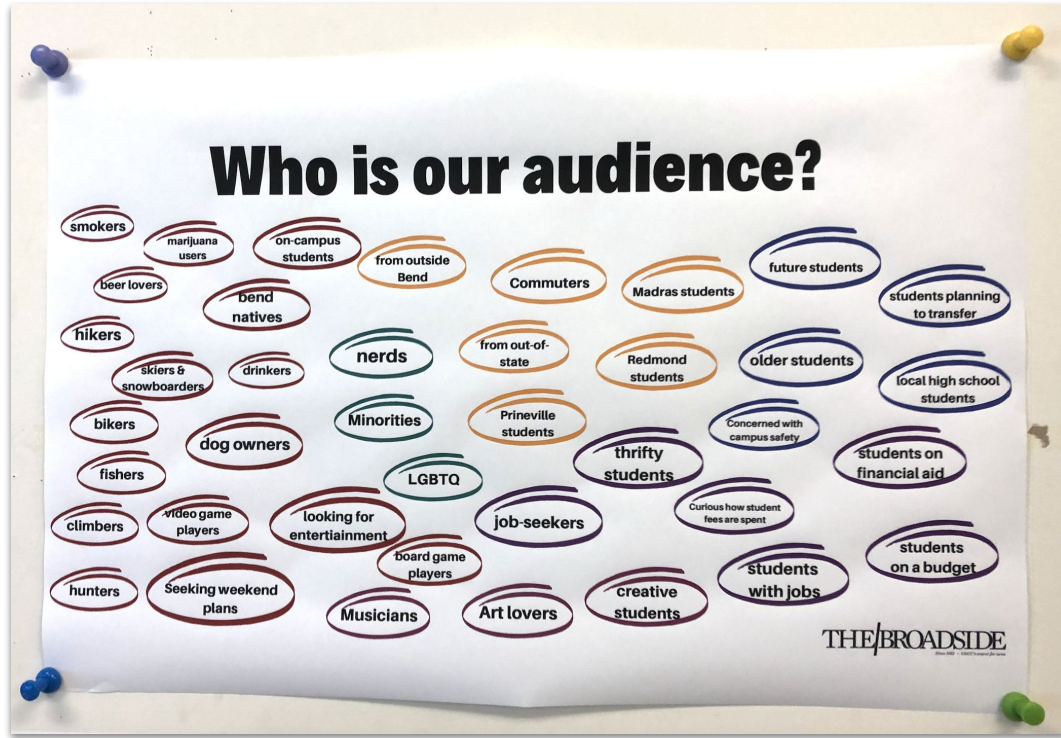
Exploring ‘Pulchritudinous,’ COCC’s latest art exhibit
Emma Evenhus - November 21, 2019

By Emma Evenhus/For The Broadside Devan Horton’s “Pulchritudinous” is one of the latest art

Publications lab

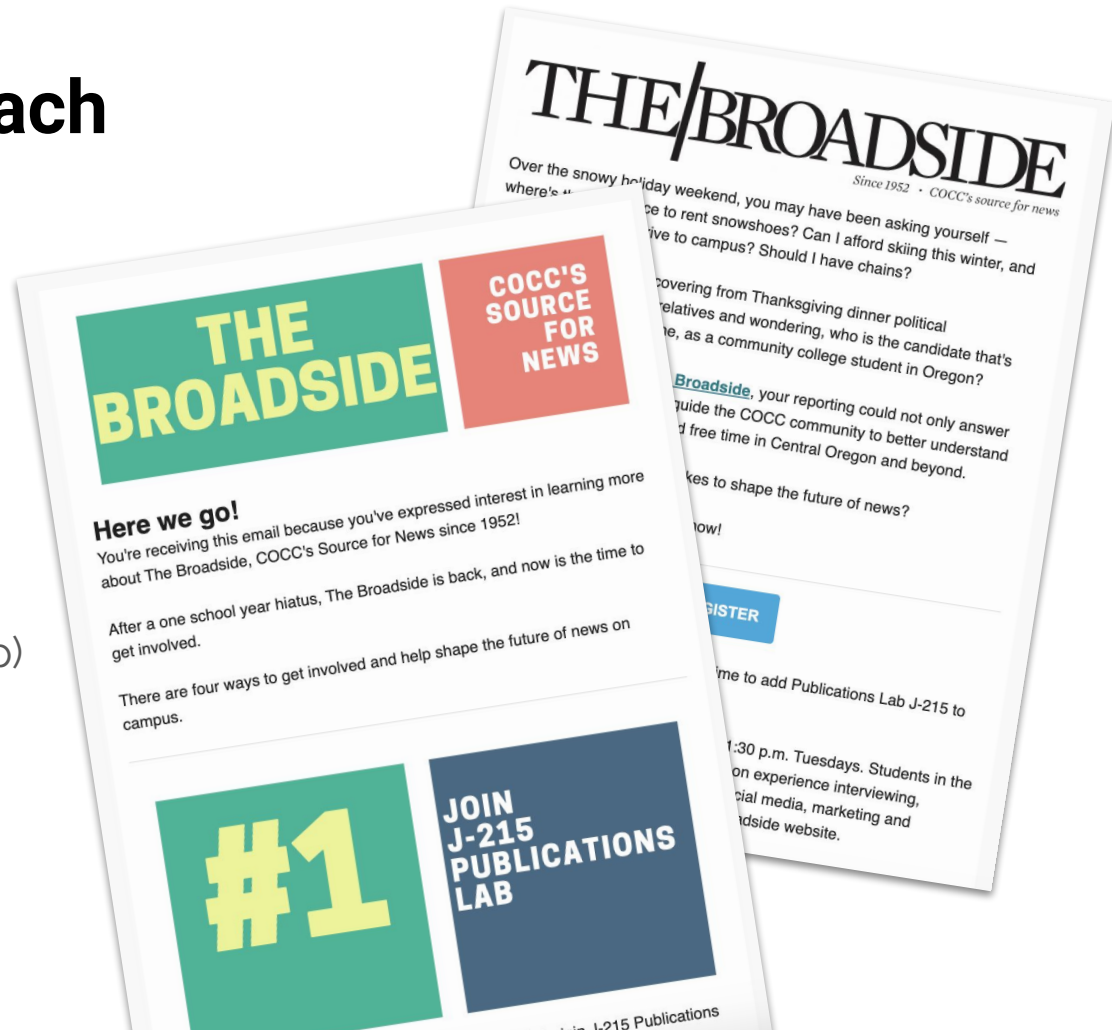
Fall publications lab covered topics including:

- Building target audiences
- News organization marketing
- Digital/social publishing



Promotion and outreach

- Fliers and ¼-page handouts printed, distributed
- 18 classroom visits to promote winter Publications Lab, The Broadside
- Email newsletter established for interested students (57 signed up)
- Magnets, stickers and tablecloth for future events, tabling



Content posted online

Publications Lab content was posted online to test various publishing platforms



Job recruiting

THE/BROADSIDE
Since 1952 · COCC's source for news



Broadside Photographer
(Student, Part Time,
Temporary Hourly, Non-
Benefited)

06001650

To enhance The Broadside news organization content by creating digital images for The Broadside's website, social media platform editions. Terms of Employment: • This is a part-time (<.50 Benefited position • Currently enrolled at Central Oregon Community College and registered for J-215: Publications Lab (1 cr...

[View Details](#) | [Bookmark](#)

Broadside News/Opinion
Editor (Student, Part
Time, Temporary Hourly,
Non-Benefited)

06001649

To oversee the content creation by student journalists at The Broadside by coordinating the creation of news stories, opinion pieces, and photo content. Terms of Employment: • This is a part-time (<.50 FTE) Temporary Hourly position • Currently enrolled at Central Oregon Community College and registered for J-215: Publications Lab (1 cr...

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Broadside Editor In
Chief (Student, Part
Time, Temporary Hourly,
Non-Benefited)

06001648

To oversee the student journalists of The Broadside student news organization by coordinating editorial projects and assignments. Develop editorial strategy and content. Terms of Employment: • This is a part-time (<.50 FTE) Temporary Hourly position • Currently enrolled at Central Oregon Community College and registered for J-215: Publications Lab (1 cr...

[View Details](#) | [Bookmark](#)

Staffing and first publication



- Editor-in-Chief and Engagement Editor hired
- First student news meeting held, six students attended
- Initial content expected out in early February

How to help

- Tell students about The Broadside whenever possible, encourage writers and creative students to get involved
- Look for upcoming stories and offer feedback
- Follow The Broadside on social media and visit the website



FACEBOOK.COM/BROADSIDEONLINE



@BROADSIDEONLINE



THEBROADSIDEONLINE.COM