**Beat Coverage Analysis Exercise**

(25 points possible)

**DIRECTIONS**

In this exercise, you will analyze five stories posted to an online beat blog. In doing this, you will determine the focus and purpose of the blog, as well as develop a clearer idea of the types of stories posted. Then, you will brainstorm three additional stories that would be appropriate for the blog.

**Site/blog name:**

**Description of beat covered:**

|  |  |
| --- | --- |
| **Story 1**Headline: | Angle/Driving question:Presentation (visuals, story, multimedia, etc): |
| **Story 2**Headline: | Angle/Driving question:Presentation (visuals, story, multimedia, etc): |
| **Story 3**Headline: | Angle/Driving question:Presentation (visuals, story, multimedia, etc): |
| **Story 4**Headline: | Angle/Driving question:Presentation (visuals, story, multimedia, etc): |

**PART 2: DIRECTIONS**

Now that you have seen a variety of stories from the blog, it’s time to pitch three additional stories that you think would be appropriate for that beat blog.

**STORY PITCH 1**

|  |  |
| --- | --- |
| Story idea/angle: | Driving questions: |
| Why it’s timely/relevant to this blog: | Key sources: |

**STORY PITCH 2**

|  |  |
| --- | --- |
| Story idea/angle: | Driving questions: |
| Why it’s timely/relevant to this blog: | Key sources: |

**STORY PITCH 3**

|  |  |
| --- | --- |
| Story idea/angle: | Driving questions: |
| Why it’s timely/relevant to this blog: | Key sources: |