

#SFbatkid – Multiplatform Coverage of San Francisco Bat Kid Story

Questions for discussion

- How do you prepare? What elements were pre-produced?
- What format works best for each platform? What didn't work?
- What was your favorite story and why?
- How did the elements vary depending on the outlet?
- How many people do you think went into producing each story?
- Is Make-a-Wish's story journalism?
- How does timeliness and deadlines impact elements and coverage?
- How does social media impact coverage?
- How do you make your story stand out when every outlet in town is covering the same story?
- Discuss challenges:
 - Making East Coast deadlines when covering a West Coast story
 - Covering a story with lots of media, crowds and numerous locations
 - What to do when covering a busy event, with streets shut down, etc.
 - How to balance deadlines with quality

Links to coverage

NBC News - Joe Fryer - <http://www.today.com/moms/holy-batkid-5-year-old-cancer-patients-wish-comes-true-2D11603304>

San Francisco Chronicle - #SFBatKid video - <https://vimeo.com/79541124>
Collection of stories, including text: <http://www.sfgate.com/batkid/>

ABC News - <http://abcnews.go.com/US/batkids-make-transformed-san-francisco-gotham/story?id=20899254>

ABC News – TWEETS - http://liveblog.abcnews.go.com/Event/LIVE_UPDATES_Batkids_Make-a-Wish_Transforms_San_Francisco_Into_Gotham?Page=0

ABC Digital News Brief - VIDEO - PHONER & live report -

<http://abcnews.go.com/GMA/video/batkid-saves-san-francisco-turned-gotham-city-20904112>

ABC NEWS VIDEO PKG for ABC World News - <http://abcnews.go.com/WNT/video/san-francisco-siege-making-bat-call-cry-bat-20906860>

ABC NIGHTLINE - <http://abcnews.go.com/Nightline/video/batkid-saves-gotham-city-thousands-cheers-20908458>

Make-A-Wish: released 3 months after - <http://www.youtube.com/watch?v=Gw3aWPxtpfE>

YouTube: (cops getting in the way**)

http://www.youtube.com/watch?v=1wAqHWcSCXI&desktop_uri=%2Fwatch%3Fv%3D1wAqHWcSCXI&app=desktop

STORIFY - <http://storify.com/KQED/batkid-saves-san-francisco>

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