Seminar Rules

- We all have something to contribute, so please speak up
- The more you contribute, the better the experience will be for everyone
- We will start and end on time
- Attendance counts
Two Routes to Storytelling
Primarily Using Visuals
Locked Up, Not Thrown Away

An Education Professor Fights for Good Schools in Youth Detention Centers

By Chris Campbell, Photos by Stephanie Dupre

For much of his career, special education Professor Peter Leone has made regular trips to one of the region's most troubled properties, a swath of federal land next to Fort Meade where society's vulnerable were long shuffled out of sight.

Education Professor Peter Leone and a student at the Maya Angelou Academy practice sign language.
Residential buildings at the New Beginnings Youth Development Center are designed to look more like college dorms than prison wings.
New Beginnings is closely flanked by the overgrown ruins of Forest Haven, a former home for developmentally disabled D.C. residents.
Graffiti and a smashed piano remain in an abandoned chapel at Forest Haven.
Rusting desks left on a derelict basketball court at Forest Haven symbolize the abandonment of society's marginalized, which Leone fights with his work in youth prisons.
Video
Infographic

This coming transformation in healthcare is part of a broader upheaval in manufacturing that’s already in full flower: 3D printing. Think of it as the next industrial revolution, changing how things of all sorts are produced as dramatically as the advent of 19th-century factories and 20th-century automation did.

Though it’s called “printing,” forget about office machines shooting ink onto a flat page. 3D printers build up objects of plastic, metal and other materials one layer at a time (which is why it’s also called “additive manufacturing”). The process can create intricate shapes directly from digital design files, bypassing the need for complicated molds or machining tools and techniques.

University of Maryland researchers are using the world’s most advanced 3-D printers, including ones that use lasers to solidify polymer resins into medical devices smaller than the diameter of a human hair. Other printers at UMD can fabricate precise replicas of human anatomy from materials already infused with living human cells, a process called bioprinting.

“Additive manufacturing literally changes the way people can design and create things,” says Jan Zahnker, assistant dean of engineering information technology for the A. James Clark School of Engineering and founder of Terrapin Works, which coordinates 3D printing on campus. “You can build amazingly complex objects replicating very intricate structures in the body you could not make any other way.”

Physicians, scientists and engineers are working to better understand how human systems function and how to replicate functions as basic as oxygen and nutrient delivery throughout a synthesized body part, says John Fishel, professor and chair of the Fischell Department of Bioengineering.

“The printing technology is very capable—it’s already there,” he says. “That’s actually the easy part. It’s the biology that’s hard.”

Even as they pursue the ultimate goal of human replacement parts, UMD researchers are already proving the technology at 2, 3, 4 and even 5 levels: 2D cell culture, 3D tissue engineering, 4D organs and, eventually, 5D humans.
Fight the Fakes

Lecturer Trains on Spotting “Fake News”

BY LIAM FARRELL  |  ILLUSTRATION BY JASON KESLING

What do articles about the flu vaccine causing an outbreak, NFL players burning an American flag in the locker room and Hershey discontinuing Reese’s Peanut Butter Cups all have in common? Not only are they all untrue, they were also shared millions of times on social media as fact.

That viral content is the basis of presentations by Alison Burns ’93, a broadcast journalist, doctoral student and adjunct lecturer in UMD’s Merrill College of Journalism, who is training people how to spot “fake news.” The term gained currency following the 2016 presidential election, when social media echo chambers and outright fabulists showed how vulnerable the 21st-century information stream is to pollution.
THE WAITING GAIN
NOW THE TIME WE DON’T THINK ABOUT SHAPES OUR LIVES

BY NABEEL SHUKRI / ILLUSTRATIONS BY HALLIY HWA CHING

FORK AND SPOON: A CULTURAL HISTORIAN’S VIEW ON "INTERPLANETARY" FOOD

In a world where space travel has become a reality, the way we approach food has evolved. With aliens as our dinner guests, what kind of culinary experiences do we anticipate? This article explores the fascinating fusion of traditional and intergalactic flavors, as well as the impact on our taste buds and cultural values.

WAR OF CHANGE
THE UNIFICATION OF THE HUMAN AND NON-HUMAN SPECIES

In a world where humans and non-human species coexist, the concept of war has changed. This essay discusses the implications of such a shift, exploring themes of empathy, communication, and the need for a new understanding of warfare.

EXCEPTIONS OF EXPLORATION
AS EXPLORERS VENTURE INTO UNCHARACTERIZED TERRITORY

With the advent of new technologies and missions, humans are exploring worlds beyond our own. This essay examines the challenges and possibilities of such adventures, considering the ethical and environmental implications.

CHOOSING TO WAIT
WILL WE SIT IN OUR CARS FOR A CALL AGAIN?

With advancements in technology, the way we communicate has changed. This article discusses the pros and cons of using mobile phones for everyday conversations, considering the impact on relationships and social interactions.

EATING IN SPACE, DESIGNING THE FUTURE OF TECHNOLOGY AND SCIENCE

As we venture into space, the need for sustainable and adaptable technology becomes crucial. This essay explores the innovations in food and design that are shaping our future, considering both practical and philosophical aspects.

AUTUMN'S EMERGING TRENDS: "SORTING THE WEIRD SUMMER ITEMS" by SEVENTH SKY, LOCAL, TECH, AND EVERYTHING ELSE KNOW, WILL BE PUBLISHED IN NOV.

This essay introduces new trends in autumn fashion, tech, and lifestyle, offering insights into the season’s emerging styles, technological innovations, and cultural influences.
The visual approach could be appropriate if:

1. The story has color, action, or beautiful or interesting scenery or costumes or other eye-catching elements.
2. The story doesn’t have to have a drawn-out written explanation.
3. The story is about a process, thing or place that would be more clearly presented as an illustration or infographic than with a running text.
Primarily Using Text

All work and no play makes Jack a dull boy
All work and no ply m“kes Jack a dull boy
All work and no play makes Jack a dull boy
All work and no play makes Jaca dyll boy
All work and no play makes Jack a dull boy
All work and no play makes Jack a dull boy
All work and no play makes Jack a dull boy
All work and NO play makes JACa dull boy
All work and no play makes Jack a dull boy
CAPITAL GAZETTE OWNER STARTS SCHOLARSHIP FUND FOR MERRILL COLLEGE STUDENTS

COLLEGE PARK (7/2/18) — To recognize and honor the five people who lost their lives in the Capital Gazette newsroom last week, the newspaper’s parent company has started a scholarship fund for University of Maryland Philip Merrill College of Journalism students.

Tronc — owner of The Baltimore Sun Media Group, which includes the Capital Gazette — announced the Capital Gazette Memorial Scholarship Fund on Sunday. It will be awarded annually to select students pursuing a degree in journalism at the university.

Many people have been wondering how they can help. This is how.

“So many of our friends and alumni have asked what they can do,” said Lucy A. Dalglish, dean of the Merrill College.

“In recognition of the incredible outpouring of support, the company has set up this fund.

“The college is grateful for their generosity, and honored to recognize the legacy of these five incredible people.”

The fund was created in memory of Capital Gazette editorial writer Gerald Fischman, sportswriter and editor John McNamara, editor and columnist Robert Hiaasen, reporter Wendi Winters and Rebecca Smith, a member of the newspaper’s sales team.

If you would like to support the scholarship fund, click here.

Fischman (’79) and McNamara (’83) were University of Maryland alumni. Hiaasen taught news writing at the Merrill College. Another alum, Rachael Pacella (’13), was injured during the attack.
A straightforward news story is usually appropriate when:

a. You have to report and write quickly

b. You’re writing about an announcement or event

c. The information is useful, interesting or important, but doesn’t have characters or other elements that make it a pleasure to read.
A sedate and green February day in central Maryland had turned to powdered-sugar fields and frozen crystalline trees by the time I reached the state’s western side. Just past a vineyard and a farm selling brown eggs, I turned down a tree-lined gravel road and parked my car three miles east of Smithsburg.

In the shadow of a steep hill called Buzzard Knob, a Terp photographer and I met up with Dennis Pogue, an adjunct associate professor in UMD’s School of Architecture, Planning and Preservation, and Katie Boyle, a graduate student pursuing a dual master’s degree in applied anthropology and historic preservation.

Pogue and Boyle recently started a two-year project with the National Park Service to identify and examine historic sites along Maryland’s segment of the Appalachian Trail, the 2,190-mile
A feature story is often appropriate when:

a. There’s a compelling story to tell that could interest anyone, not just your colleagues

b. You have scenes to relate, action to describe, interesting people to vividly portray

c. The news peg is less time-dependent, or the story covers a broad timeframe or scope
Recent CCJS graduate runs across the U.S. to raise money to support young adults affected by cancer

While many college graduates take time to travel after receiving their hard-earned degrees, Kinsey Manchester (CCJS ’18) will embark on a journey across the United States that’s about much more than sightseeing. Starting on June 17, Manchester will run from San Francisco to Baltimore—approximately 4,500 miles—as part of the Ulman Cancer Fund 4K for Cancer.

The 4K for Cancer is a program of the Ulman Cancer Fund for Young Adults, a non-profit organization that supports young adults, and their loved ones, impacted by cancer. The organization was founded by Doug Ulman, brother of UMD alumnus Ken Ulman (GVPT ’97), who was diagnosed with melanoma as a college student and is now cancer free.

This won’t be Manchester’s first experience with the 4K for Cancer...
4. Q&A

TERP

FACULTY Q&A / INNOVATION / SPRING 2018 / MAY 14, 2018

Closing the Gap

Former U.S. Education Secretary Advocates Equity in Schools

BY CHRIS CARROLL | PHOTO BY MIKE MORGAN

John B. King Jr.'s life could have taken a very different turn, sending him toward prison, or worse. Despite childhood tragedy and expulsion from high school, he graduated from a string of Ivy League universities, became a widely admired educator and in 2016, was appointed U.S. secretary of education by President Barack Obama. He now leads the Education Trust, a nonprofit dedicated to closing racial and socioeconomic achievement gaps.
You spent the first couple of years out of college trying out some really interesting, eclectic jobs. What's the most important skill you learned? Well, I certainly learned about a lot of different things. I milked cows, tutored kids after school, developed urban gardens, picked fruit, surveyed forest health. Once I figured out I wanted to pursue urban planning, I moved back to Maryland and worked in economic development in Baltimore. Interestingly though, many of the life skills I gained I took from canvassing, which I did for several months. It taught me a lot about interacting with people. From a professional standpoint, it also teaches you to be emotionally even towards the work that you do. I recognized that my feedback as a canvasser could easily influence my performance; I could be having a bad day or feel strongly about the issue I was canvassing but, to do my job well, I needed to maintain neutrality. That's a skill I still use today.

Shortly after graduating with your master's degree you took a job with the National Center for Smart Growth (NCSG), where you helped lead a multi-year project called Prospects for Regional Sustainability for Tomorrow (PRESTO). I feel very lucky to have worked on PRESTO. Using a suite of modeling software, we developed four potential scenarios for the Baltimore-Washington region in 2040. It's a bit like looking into a crystal ball, in that it shows how different "unpredictable" factors—like technological advances and autonomous vehicles—can affect where people will live, how they'll get to work and how that will, in turn, impact the environment and our economic and social health. It's the first time this has been done in the region and is one of only a handful of projects like it world-wide.

Was that the best part of your work at NCSG? Working on PRESTO was, without a doubt, one of the most rewarding and challenging experiences of my time at NCSG. But that wouldn't have happened without the personal and intellectual respect I received—that everyone receives—as part of NCSG's culture. What we do at the center is complex stuff, so there was always tough commentary on deliverables, but I had the autonomy to really make it my own, so long as the work got done. I had opportunities to work on and lead projects I wouldn't have gotten anywhere else. PRESTO was a project that needed constant attention, so I just went for it.
A Q&A may be a good idea if:

a. The subject is interesting and speaks well

b. You’re focusing deeply on one aspect of their life or work, and the story is better told in their own words.

(Sometimes you realize after the fact an interview makes for a good Q&A, but the story usually turns out better if you plan for it.)
4. Listicle

**Your Business School Summer Reading List**

May 30, 2018

**SMITH BRAIN TRUST** — The University of Maryland's Robert H. Smith School of Business proudly presents its 15th annual Summer Reading List for Business Leaders, as recommended by faculty members. The 2018 edition covers everything from blind spots in statistics to the science of having a good day at the office.

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**BEHAVE: The Biology of Humans at Our Best and Worst**

By Robert Sapolsky

"It is a fascinating account of the variety and complexity of individual behavior, and how biology and the environment interact to produce what we observe. It weaves together biology, sociology, psychology, neuroscience and economics in a compelling fabric. I've always wanted to understand why people behave the way they do. Sapolsky explains all of this in a highly readable book." — Smith School professor [Ritu Agarwal](https://example.com/rituagarwal)
Top 10 Reasons Why a Bear Visited UMD

The University of Maryland Police Department yesterday reported two bear sightings on campus. We've seen deer, raccoons, foxes and armies of squirrels—but can't recall our last visit from a bear. So with apologies to David Letterman, we came up with a list of why this bear might have sauntered over here to UMD:

10. Was confused with an overfed squirrel.
8. Leaving a “special gift” at a Testudo statue.
7. Getting in line early for basketball tickets.
6. Taking a detour to avoid trudging up the Campus Drive hill.
Maryland Day is "no way" without the staff and faculty who welcome tens of thousands of visitors and hosts, games, performances, tours, meet-and-greets and information sessions. (Phew)! But maybe you’re volunteering your heart out every year, and haven’t gotten to see a lot of what makes this supersized open house so special.

As the 20th anniversary of Maryland Day approaches on April 26, we invite you to venture beyond your booth, tent or other turf! We’ve compiled our list of 20 can’t-miss events: a mix of classics, newbie and others that will make you think, sweat or smile—and sometimes all three. How many can you stop by feeling ambitious? Find the full schedule of events at marylandday.umd.edu. All events are held from 10 a.m. to 4 p.m., unless otherwise indicated.}

1. AFRICAN-AMERICAN HISTORY TOUR
Take part in this week-long tour led by experts to uncover the history of the preservation, sacrifices and obstacles of African Americans in making the university inclusive and accessible to all. Tours, which have a companion website at umd.edu/blackhistorytour, depart from the Union on location grounds at 10 a.m., noon and 2 p.m.

2. BUCKET DOOM LESSONS
The School of Music invites you to The Claret to explore the African rhythms of Ghana and develop your own beats using only buckets and drums. No musical experience needed! This half-hour event starts at 10:30 a.m. noon and 1:30 p.m.

3. CHEMISTRY MAGIC
Have fun watching the chemists of Alpha Chi Sigma play. Can you catch a rubber band? Make pottery? Will you see magic or chemistry? Drop by the front entrance to the Burch Science Building for one explosive event!

4. CLIMBING WALL
Try the Ealey Recreation Center's 55-foot climbing wall. Never climbed? Don’t worry! This is a new-climber-friendly environment with experienced staff on hand to help. Participants must be at least 48 inches tall. Gates close at 3 p.m.

5. COOKING STAGE
Explore the flavors at the J. Lawrence and Linda White Tonnell "Besteats" cooking stage, with flavors from around the globe. Demonstrations on horseradish, spicy basil, dungeness crab and more.

6. ESCAPE ROOM
Designed and built by students, the new Escape Room in the new Edward St. John Learning and Teaching Center is a fun and exciting puzzle challenge. Test your wits to escape the room before the time runs out.

7. BRINK AT THE FOUNTAIN
Children are invited to fish for foam terrapins in the Oak Fountain. Win prizes!

8. FUN WITH RO BOTS
The Autonomous Underwater Vehicles Swarm and Department of Aerospace Engineering invite guests to the front of the Manufacturing Building to interact with groups of small robots built by students.

9. GET DOWN AND WIN THE WIND TURBINE
Experience wind at Glen Martin Wind Tunnel's "Besteats" cooking stage, with flavors from around the globe. Demonstrations on horseradish, spicy basil, dungeness crab and more.

10. GYMNASTS DEMONSTRATION
The student athletes of the Gymnastics team perform a high-flying show full of gymnastics and acrobatics at 1 p.m. in the Convocation Center. Meet and greet along the importance and benefits of a healthy diet, alcohol and tobacco-free lifestyle.

11. REEL BY DESIGN: MEET THE MAGNIFICENT
Do you believe in magic? If not, the School of Architecture, Planning and Preservation's resident magician, staff member Joe Lang, will make you a convert. Watch him perform amazing illusions, sleight of hand and tricks of the eye. You might even be selected to help in his act. Show in 2004 Architecture Building start at noon and 2 p.m.

12. INSECT PETTING ZOO
Imagine butterflies, caterpillars, insects, bees and millipedes in your hand for you to look at and touch if you dare. Meet the bugs on the front lawn of the Toll Drugs Building from 11 a.m. to 2 p.m., or while supplies last.

13. LIFE IN THE ANCIENT WORLD
Ever want to know what it's like to deliver the nightly news? Come have an interactive experience in the anchor chair in the Eason Broadcast Center from 11 a.m. to 10 p.m.

14. LIFE-SIZE HOME FIRE SIMULATION
The Department of Fire Protection Engineering sets fire to two life-size residential buildings on the Mitchell Fields campus at 9 a.m., 2 p.m. and 5 p.m. Attendees may enter the fire house and, with the assistance of UAES firefighters, explore the dramatic safety and property protection provided by sprinkler systems.

15. LOVE YOU NITROGEN ICE CREAM
But you haven't had ice cream in this style? This homemade ice cream tastes great and is safe for all ages. Try some on the front lawn of the Millar Physics Building from 11 a.m. to 2 p.m., or while supplies last.

16. LIVESTOCK SHOW
Watch student members of the Black and Bridle show pigs, lambs, dairy heifers and beef steers in the Animal Sciences Show Ring.

17. MARKETSPACE MASHUP
Join the John and Stella Groves MakerSpace in McKeldin Library to try virtual reality with the HTC Vive or Oculus Rift stations. See demonstrations of 3-D printing and learn what student, faculty and staff projects are created in this popular community space.

18. MEN'S AND WOMEN'S BASKETBALL AUTOGRAPH SESSION
Join team members in McKeldin Mall to sign for a photo and autograph session from 12:30 to 2:30 p.m. One photo and autograph per person; the line is limited to the first 500 people.

19. SOLAR DECATHLON HOUSE TOURS
Take open the doors to its award-winning student entries in the 2017 and 2017 U.S. Department of Energy Solar Decathlon. LEAP House is now operated by the Potomac Valley Architecture Foundation as a public showcase and educational venue for solar design and sustainable living. The house, reconected Reuse Architectural Technology, is being remodeled after its return from the competition in Denver. (Still a bus tour is from and return to the Architecture Building starting at 11:30 a.m.)

20. TEMPS RACING: YARDGARE REVEALS
Join the team of students who design, build and race high-performance race cars, about their 2010 season. Rust and Formula SAE vehicles in the John H. Kim Engineering Building plaza.

ILLUSTRATION BY MAT FLAUMANN
A listicle may be a great option when your story focuses on:

a. Variety

b. Pop culture

c. Information that would be tedious to digest in a narrative
6. Op/Ed Piece
An expert shares perspective on a timely topic

This is why white evangelicals still support Donald Trump. (It’s not economic anxiety.)

By Janelle Wong  June 19

The media have been obsessed with white evangelicals' unmovable support for Donald Trump. As a new poll from the Public Religion Research Institute (PRRI) shows, white evangelicals continue to be dedicated to Trump. His support
The text approach might be better if:

a. The central story is complex or requires lots of detailed information

b. You need to relate history and context or recreate scenes

c. You just don’t have good visuals
What every text approach needs:

a. A punchy and inviting or intriguing introduction

b. A clear statement of what the story is about

c. Efficient and clear exposition

d. Use of interesting, well-placed quotes (though listicles might lack quotes, and a Q&A is mostly quotes)

e. An effective closer
An Interlude for Definitions
Intermission
**Lede**: The beginning of the story—the most important element in enticing the reader to continue

**Graf**: A slang term for “paragraph;” it is typically one or two sentences in a news release or story.

**Nutgraf**: The sentence or paragraph that summarizes the story. It tells readers why they should care.
Organizing the Story
Story Structures
The Inverted Pyramid

"The Lead": The most important info
Approximately 30 words (1-2 thin paragraphs)
May include a "hook" (provocative quote or question)

"The Body": The crucial info
Argument, Controversy, Story, Issue
Evidence, background, details, logic, etc.
Quotes, photos, video, and audio that support, dispute, expand the topic

"The Tail": extra info
Interesting/Related items
May include extra context
In blogs, columns, and other editorials: the assessment of the journalist
a. Typically used in traditional news stories

b. Start with the most important information – but don’t try to cram in the who, what, when, where, why and how all into one sentence.
“The most important sentence in any article is the first one. If it doesn’t induce the reader to proceed to the second sentence, your article is dead.”

—William Zinsser, “On Writing Well”
c. Each new sentence or graf should tell the NEXT most important thing, and so on. Requires deft writing to transition from one thing to the next cleanly.

d. Story ends when you run out of information to share.
2. Narrative

a. Built around scenes, dialogue, vividly described action and well-drawn characters.

b. Generally needs a story arc—a beginning, middle and end—and is structured chronologically.
3. Hybrid
a. A hybrid of inverted pyramid and narrative forms.

b. It starts with a straightforward news lede, then introduces elements of narrative—vivid descriptions of scenes, actions, characters or people, often switching back between the “you-are-there” and just-the-facts reporting.

(You’ll frequently see this form in The New York Times or The Washington Post when war reporters or foreign correspondents are covering a battle or presidential visit—but it can still be used creatively here.)
It was a dark and stormy night.
1. The Straight News Lede (aka the Summary Lede)

   a. Summarizes the key information in the story. It should be as compact and readable as possible.
Two SPH researchers are part of team studying how to improve HPV vaccination rates among African-American adolescents

May 9, 2018 - The University of Maryland has received a $2.2 million grant from the National Cancer Institute at the National Institutes of Health to develop effective communication strategies to improve human papillomavirus (HPV) vaccination rates among African-American adolescents.

HPV is the most common sexually transmitted infection in the United States. If left untreated, it can cause a variety of cancers, but it is easily prevented through a vaccination. The best time to be vaccinated is between ages 11 and 12, which means that the decision to vaccinate or not is made by parents or caregivers.

"This vaccine is especially controversial because parents, regardless of race, fear it will encourage their
b. Can be the same as a nutgraf: This is the one sentence in all story structures that **summarizes the point of your story**. If I ask you what the story is about, this is the answer.

c. Is not:
1. An event was held or that findings were published. It’s **what news came out** of that meeting or what the findings were.
2. The name of the researcher or the program. (Readers don’t know them and it won’t lure or interest them.)
3. Anything we already know.
2. Anecdotal Lede

a. shows, rather than tells, what the story is about

b. paints a picture, through colorful detail of a particular experience, to set up the main point
Violence Interrupted

When young men arrive at the University of Maryland Prince George’s Hospital Trauma Center to be treated for violent injuries like gunshots, stabbings or beatings, one of the first faces they see at their bedsides is Che Bullock’s.

“It brings up a lot of memories,” Bullock said. “I see myself in them every time I go into a room.”

In 2013, Bullock was lying in one of the very same hospital beds he now visits regularly. Stabbed 13 times during a fight at a nightclub, he suffered a collapsed lung and severe internal bleeding. Although the medical staff at PG County Hospital treated his life-threatening injuries, Bullock credits Dr. Joseph Richardson, an Associate Professor in the UMD Department of African American Studies, with saving his life.

“If it weren’t for Dr. Richardson, I would definitely be dead or locked up,” Bullock said.
3. Scene-setting lede

Describes an environment

Student Report Builds a Case for Preserving Home of Nina Simone

Music legend’s home designated “National Treasure” by National Trust for Historic Preservation this month.

In the small rural town of Tryon, North Carolina, a small clapboard house sits uninhabited and almost invisible amongst the farmland and rolling vineyards southeast of the Blue Ridge Mountains. Yet, within the modest walls of this one-story, three-bedroom house grew greatness. Nina Simone, the “unapologetic” mouthpiece for black equality and one of the most notable musicians of the 20th century, once called this house her birthplace and home.
iFarm

CS Grad Goes Back to the Land, With Help From the Web

BY CHRIS CARROLL | PHOTO BY JOHN T. CONSOLI

A herd of young pigs gallops in the distance, just visible through the leafless winter forest. Farmer Doug Hill ‘84 stands at a corn-filled feeder and tries his hog calls.

“Soooo-WEEl Hey, pigs!”

They ignore him, perhaps rooting for tastier fare: grubs, nuts, even truffles. Just pigs being pigs, he chuckles.
Dressed in Kindness

UMD Staffers Collect, Donate Prom Gowns

BY SALA LEVIN ’10 | PHOTOS BY STEPHANIE S. CORDLE

Four hundred dresses—a sequined sea of tulle and taffeta in every shade imaginable—hung on racks, waiting to be plucked, tried on and paraded in front of parents by a high school senior getting ready for her prom.

This teen shopper’s paradise held on April 22 at College Park’s Knights of Columbus hall was organized by Kaitlin Walukonis ’12, alumni relations coordinator for the Robert H. Smith School of Business, and her mother Robin Walukonis, assistant director of finance...
4. Observational/Analytical Lede

Provides Broad Context on Topic
5. First-person lede
Uses the writer’s experience on the topic

a. Appropriate when that person has a unique perspective or interesting thing to say that lends insight to the story

b. Never used in a news story
Student Entrepreneur Unleashes Zombies with Twist on Mud Run

First it’s the mud: It soaks the shoes right off your feet and makes you slip and fall as you trudge up hills. Then it’s the obstacles: the hose full of smoke, the maze buzzing with an electric current, the pits of water so deep that you end up submerged. The distance? That you can handle. It’s only five kilometers—a little over three miles. But you’ve never had to run from zombies before.

No wonder they call this “Run For Your Lives.” “Our goal is to break reality,” says business major Ryan Hogan ’13, co-founder of Reed Street Productions, which created this successful twist on the mud run. “We’re trying to put people in the mindset of an apocalypse.” Maybe it’s because it’s 2012, or maybe it’s because of “The Walking Dead,” but it seems everyone wants to give it a shot. The race attracts crowds of more than 14,000, including runners, zombies and spectators. Expanding from one run in last year to 12 in 2012, the company has more than 25 planned for 2013, including races in Australia and England.

Its rapid success and expansion earned Reed Street first place and $17,500 in the 2012 Cupid’s Cup, sponsored by Under Armour founder and CEO Kevin Plank ’91 and hosted by the Dingman Center for Entrepreneurship in the Robert H. Smith School of Business. The company, launched with Hogan’s childhood friend Derrick Smith, is on track to earn more than $15 million this year.

“As a startup, we’re still in our infancy,” Hogan says. “But we’re putting in the extra time and dedication to make sure we do as much as possible.”

Where he finds that time, it’s hard to see: The husband and father of three is also a full-time student trying to complete a business degree in just three years as part of a Navy program that puts enlisted members on an officer track. Once he graduates, he’ll receive his commission and begin flight school in Florida.

And then, too, the wear: the company he created in his early military days out of his need for affordable, sweat-wicking athletic wear. That’s what led to “Run For Your Lives.”

“I didn’t have the business knowledge I have today,” Hogan says. “We ended up with a massive surplus of T-shirts and needed to get rid of it. I thought, let’s just throw a simple mud run and get some brand exposure.”

He and Smith expected 1,000 people at their first race in October 2011, but thanks to Facebook and other social media, more than 6,000 showed up in Darlington, Md.

“We see people of all shapes and sizes,” he says, from horror movie fanatics to avid runners. “There’s definitely a demand for a new kind of a race.” Everyone pays to participate: up to $10 for runners, $15 for spectators, and $25 for zombie, who get professional make-up, go in head first and get covered in dirt along with the run. Being a zombie (there are about 100 per race) has turned out to be extremely popular, with slots selling out for all the 2012 races in just three days.

Amid the success of “Run For Your Lives,” Reed Street is moving into other events. “The Dare Theory” scavenger hunt is the latest project: Teams will photograph or videocapture the animals doing a series of stunts through a city—such as creating a human pyramid or having a spontaneous dance-off—to win up to $5,000.

“We want to do something that’s never been seen or done before.” Hogan says. ks
I’m writing this while walking.*

Not outside, but inside. The computer is stationary. My top half, mostly so; my legs, however, are moving.

I’m in the new “active office” on the second floor of the School of Public Health Building, a room with a treadmill desk (literally, a flat desk at waist height with a treadmill underneath it) that some SPH faculty and staff have used since October to add a dose of exercise to otherwise sedentary workdays. There’s been a lot of talk recently about the negative health effects of sitting for long periods of time (“Sitting Will Kill You,” blares one subtle headline), so I figured I’d give it a try.

It is an odd sensation, but I’m at a slight advantage in doing my work. As a former political reporter, I’ve often talked and taken notes while in motion.

And it does feel invigorating. I have a terrible back and a bad knee and hip, the product of playing sports with little talent or regard for my joints. Throw in an ill-fated snow shoveling moment in 2009 with long hours spent at a desk, and you have the recipe for creakiness.

While my legs pumped away on the machine, a conversation with a colleague went fine, but my handwriting was somehow even more illegible. After a few years of using a smartphone, typing and surfing the web on a laptop was a breeze. And even at a low speed, I needed to shed my sport coat.

Could I do this all day? Well, that’s not practical or reasonable, and Ross Miller, assistant professor of kinesiology, recommends using active workstations as “inactivity interrupters” to break up an hour or two of sitting with 10 minutes of standing or walking.

In the 15 minutes I kept track, I burned 43 calories and went about a third of a mile; not numbers to catch the UMD track team’s eyes, but I had no otherwise official reason to step outside my office and the treadmill desk got my blood flowing and eased some back tension.

I call that a successful treadmill experiment—just watch out when getting off.

Anyone interested in trying out the active office can contact Polly Sebastian Schurer at pollys@umd.edu to reserve a time.

*For clarity, some editing was done at a later, stationary, point in time.
6. Second-person lede
Addresses or invites the reader directly, using “You.”
7. Question

**TERP**

**INNOVATION / SPRING 2018 / MAY 14, 2018**

**A New Narrative**

**Historian Finds Origins of American Slavery in British Monarchy**

BY LIAM FARRELL | PHOTOS COURTESY OF COLONIAL STATE PAPERS, CO. 1/29, NO. 60, AND SCOTT PURVIS, THE NATIONAL ARCHIVES, KEW, UK

It's the conundrum at the center of American history. How did a country formed around individual liberty and equality simultaneously depend on mass enslavement?

Some historians say it's because colonial elites created a new exploited underclass to obtain the loyalty of disgruntled small planters and freed servants—that the rights of whites relied on blacks being in chains. Others say slavery was inevitable due to racist views embedded in Western society.

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  - JUNE 29, 2018

- Sound Designs
  - JUNE 26, 2018
8. List

Hidden in Plain Sight

Alum Writes Book Exploring Places’ Little-Known Histories

BY SALA LEVIN '10

A castle on Long Island that was the site of an attempted murder. An unfinished 105-story hotel in North Korea. An iconic Russian cathedral that may have been saved by an architect who stood up to Stalin. These are just a few of the buildings that John Reisinger ’66 explores in his new book, “The Secrets Behind the Structures.”

A civil engineer, Reisinger spent his career examining structures and learning every detail that went into their construction—and he didn’t just mean beams and joists. “I could see...
A-Listers

A look back at the biggest concerts at UMD

BY DANIEL OYEFUSI | ILLUSTRATIONS BY JASON KEISLING

Elvis gyrated. Kanye rhymed. And U2 rocked. Some of the biggest names in music stopped at Maryland on their way up—or down—the Billboard charts. The boom in bookings, according to Terrapin Tales, followed a 1969 letter to the editor of The Diamondback, voicing disappointment in the lack of concerts on campus. Cole Field House, Ritchie Coliseum, McKeldin Mall and even the Stamp and Tawes Hall began hosting duties. Now, as the campus celebrates the 35th anniversary of Art Attack—whose headliners were Vince Staples and Lil Yachty—Terp looks back at 30 of the top acts to perform at Maryland.

Ella Fitzgerald – Cole Field House, c. October 1961
Chuck Berry – Ritchie Coliseum, Dec. 8, 1971
Ike and Tina Turner – Cole Field House, Mar. 19, 1972
The Jackson 5 – Cole Field House, Aug. 12, 1972
Stevie Wonder – Cole Field House, Mar. 25, 1973
Bruce Springsteen – Cole Field House, April 18, 1973
Aretha Franklin – Cole Field House, Aug. 11, 1973
Elvis Presley – Cole Field House, Sept. 27 and 28, 1974
Queen – Cole Field House, Feb. 4, 1977
Billy Joel – Tawes Theater, April 30, 1977
The Grateful Dead – Cole Field House, March 7, 1981
U2 – Ritchie Coliseum, April 25, 1983
Cyndi Lauper – Ritchie Coliseum, May 3, 1984
Van Halen – Ritchie Coliseum, May 24, 1983
9. Quote

Running On “E”

From left, electrical engineering seniors Majd Zaker, Israel Kinfu, Trevorin Nisbett and Vivek Mistry and mechanical engineering senior Patrick O’Shea test the transmission on the solar-powered bike they built.

Students Design and Build Electric Bikes in Engineering Course

BY DANIEL OYEFSU ‘19 | PHOTOS BY STEPHANIE S. CORDLE

As a student pedaled outside A. James Clark Hall on a solar-powered, two-wheeled contraption, engineering Professor Romel Gomez said, “In what other class can you just ride bikes?”

Undergraduates in his capstone course this spring are doing more than just riding around—they’re designing and constructing their own cost-efficient electric bikes.
A “Capitol Step” in the Right Direction

How a UMD Alum Co-founded Political Comedy Troupe

BY SALA LEVIN ‘10 | PHOTO COURTESY OF VIOLET CROWN PHOTO WORKS

If there’s one lesson to be learned from Elaina Newport’s professional trajectory, it’s this: Making fun of your boss could be a great career move.

A founding member of the Washington, D.C.-based musical comedy troupe the Capitol Steps, Newport ’79 began her working life in the office of U.S. Sen. Charles Percy of Illinois, organizing government oversight hearings. For the office’s 1981 holiday party, Newport played piano for a
The most interesting element is what goes in the lede, no matter which approach you choose.
“I don’t look at my ledes as a chance to show off my flowery writing. My ledes are there to get you in and keep you hooked to the story so that you can’t go away.”

—Mitch Albom, Detroit Free Press
Exercise 1
University of Maryland researchers have created a prototype for an automated crab-picking machine that can do the work of 15 workers and alleviate urgent worker shortages in the state.
Discuss the possible storytelling approaches, choose three from this list (or beyond!) and explain how you would report and write the story using those approaches:

1. Anecdotal (feature)
2. List lede
3. Scene-setting lede
4. Observational/analytical lede
5. Quote lede
6. Question lede
7. First-person lede
Exercise 2
Using a story at your table that one of you has brought (or one you have worked on recently), choose a structure and construct the appropriate lede.

Then, if you wrote a feature-type lead (anecdotal, scene-setting, etc) write the kind of straight-news lede you’d use for an inverted-pyramid story, or vice versa.

If you have time to work on a second one, go for it.
Discussion
Session 4: Refining the Writing

We’ll discuss tips to create prose that’s easy to understand and enjoyable to read and show a few examples of language that sings, but feel free to bring stories you’ve wrestled with. Bonus: A dive into the mysterious art of headline writing.
Schedule

Session 1: 11 a.m. Wednesday, June 13, 0215 ESJ

Session 2: 3 p.m. Tuesday, June 26, 2212 ESJ

Session 3: 1 p.m. Thursday, July 12, 2212 ESJ

Session 4: 1 p.m. Wednesday, July 25, 2212 ESJ

Session 5: 1 p.m. Tuesday, Aug. 7, 2212 ESJ

Session 6: 1:30 p.m. Tuesday, Aug. 21, 2212 ESJ