



Beyond the Inverted Pyramid:
Creating Alternative Story Forms

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NewsU is a project of The Poynter Institute funded by a grant from the John S. and James L Knight Foundation.
www.newsu.org

1. By the Numbers.

The Morning Call

Stories heavy with numbers like this one can lend themselves to this easy-to-digest presentation. It's important, however, to provide enough information and make the numbers meaningful. Numbers need context.

MORNING CALL EXCLUSIVE

Global issue, local concern

Pennsylvanians polled on climate change



Most Pennsylvanians want immediate government action on global warming, seen as a serious problem caused in part by humans. Residents are willing to pitch in to



solve the problem — to a point. Higher electric bills are OK if the money helps wean America off foreign oil. But pay more at the pump? No way. The findings come in the first independent poll of Pennsylvanians on the subject, which is being debated today among the leaders of the wealthiest nations at a G-8 summit in Germany.

YOUR VIEWS ...

71%

Believe the Earth's temperature has risen in recent decades; 72 percent see that as a serious problem.

46%

Blame human activity, such as burning fossil fuels, for climate change, while 15 percent believe it's natural and cyclical. And 34 percent chalked it up as a combination of the two.

51%

Of Democrats view global warming as a very serious problem, compared with 31% of Republicans.

GOVERNMENT'S ROLE ...

62%

Of state residents want immediate government action on global warming — 7 percentage points more than a national poll in January.

51%

Want Washington to act, but believe state (39 percent) and local governments (30 percent) share the responsibility.

42%

Say Gov. Ed Rendell is doing too little to tackle climate change.

YOUR ROLE ...

74%

Oppose paying higher taxes on fossil fuels, but would welcome tax breaks toward the purchase of hybrid vehicles.

48%

Are willing to pay up to \$100 a year in return for more renewable energy production in Pennsylvania. Thirteen percent would pay up to \$250, and 6 percent up to \$500.

The Morning Call/Muhlenberg College poll interviewed 466 state residents by telephone May 15-21, yielding results with a margin of error of plus or minus 4.5 percentage points.

Morning Call research by John L. Mosk, Arlene Martinez and Pete Lefler

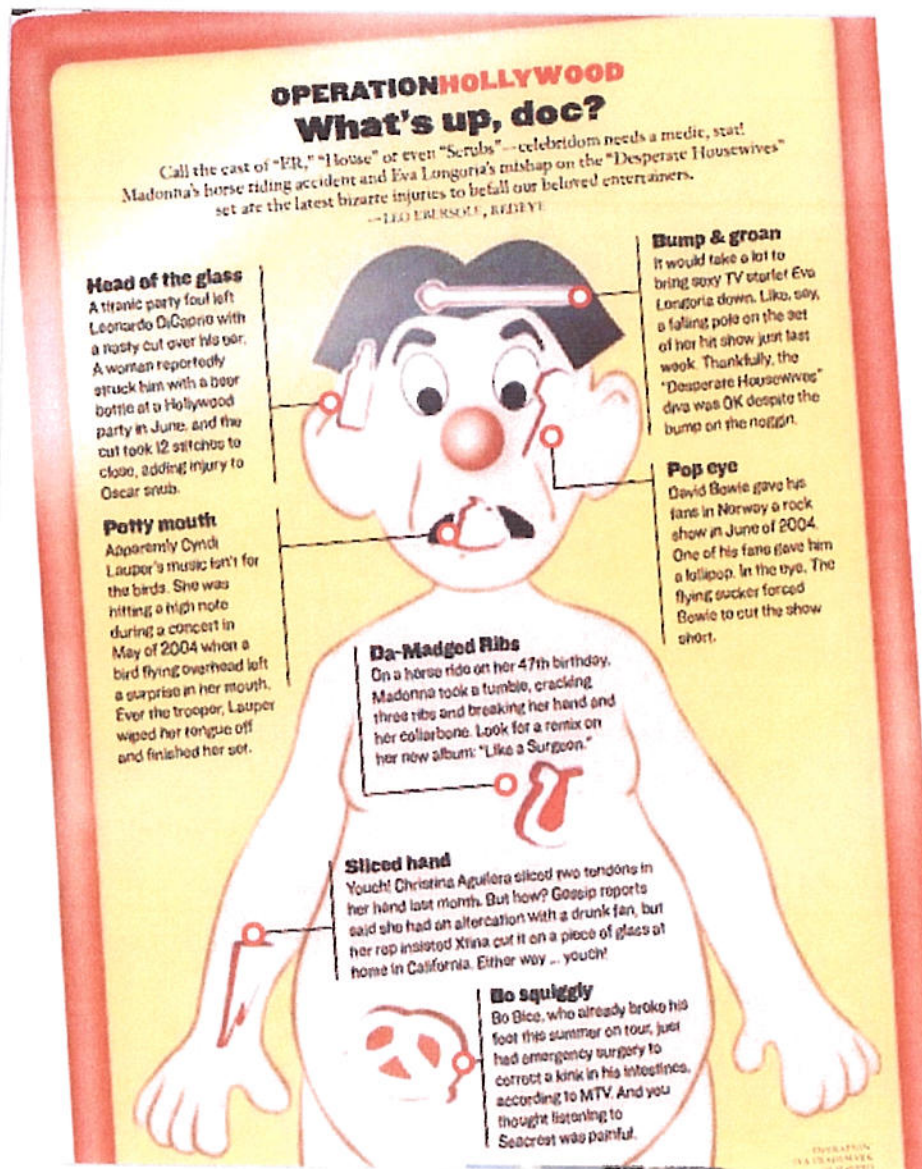
"As a child of the '60s ... [the environment] has been in my mind. I have kids, and I want to have a sustainable world."

PAUL SALERNI, 55, Bethlehem, chairman of the music department at Lehigh University

2. Game.

RedEye

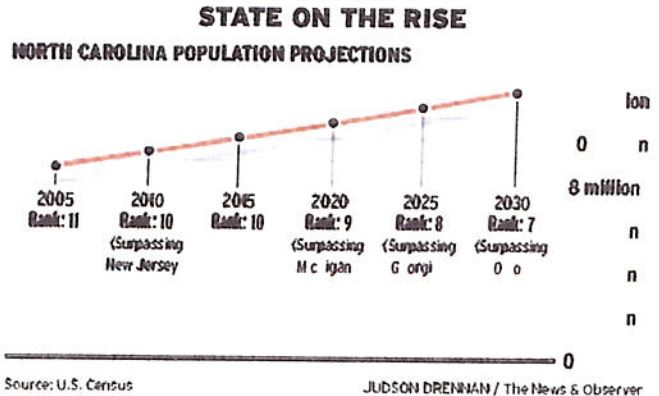
The lighthearted nature of this news works well as a game. Be careful not to use this format too often. It can take time to set up, too, because it will probably have to be done from scratch.



3. Breakdown.

The News & Observer.

The readily identifiable themes here — age, region, etc. — play well in this format. Let the graphics carry the weight of the numbers and let the story itself focus on those themes.



CENSUS BUREAU SEES N.C. AT NO. 7

What do Georgia, New Jersey, Michigan and Ohio have in common? North Carolina will pass them all in population over the next 25 years, according to projections released today by the U.S. Census Bureau.

More than 12 million people will live in the Tar Heel state by 2030, making it the country's seventh most-populous state. In 2000, North Carolina ranked 11th in population, with just over 8 million residents. Here's what else the Census Bureau is predicting:

FAST COMPANY: North Carolina's population will jump about 52 percent between 2000 and 2030, making it the seventh fastest-growing state in the country, just behind Idaho. Two states, Nevada and Arizona, will see their populations more than double, while North Dakota and West Virginia will have fewer residents.

SOUTH RISES AGAIN: More than half the nation's population growth between 2000 and 2030 will be in the South, a 16-state region stretching from Delaware to Texas (yes, the bureau puts Delaware in the South). Among those states, only Florida and Texas will grow faster than North Carolina.

GROWING OLDER: As the baby boom generation ages, the number of people 65 and older in North Carolina will more than double by 2030, to 2,173,173, making it the state's fastest growing age group. By 2030, about 267,000 Tar Heels will be at least 85 years old.

AGING SLOWER THAN OTHERS: The median age in North Carolina in 2000 was 35.3, same as for the country as a whole. By 2030, North Carolina's median age will be 36.8, while the national median will bump up to 39. Only five states — Utah, Alaska, Texas, Georgia and Colorado — will have a lower median age than North Carolina by 2030.

ONLINE: Read previous stories about population growth in the Triangle at newsobserver.com key word: census.

LARGEST POPULATION, 2030

NUMBERS IN MILLIONS. GROWTH SINCE 2000

1. California	46.4	+37.1%
2. Texas	33.3	+59.8%
3. Florida	28.7	+79.5%
4. New York	19.5	+2.6%
5. Illinois	13.4	+8.2%
6. Pennsylvania	12.8	+4.0%
7. North Carolina	12.2	+51.9%
8. Georgia	12.0	+46.8%
9. Ohio	11.6	+1.7%
10. Arizona	10.7	+108.8%

4. Timeline.

The Atlanta Journal-Constitution.

The chronological nature of this story makes a timeline work well. The calendar makes this visual appealing -- an important thing to consider with longer timelines.

JUNE SWOON

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>On May 31, the Braves were 28-25 and 4½ games out of first. Then the calendar turned. The team's 6-21 month was its worst in Atlanta.</p>				<p>1 D'backs 2, Braves 1</p> <p>Horacio Ramirez's two-base throwing error — underhanded — leads to a loss.</p>	<p>2 Chris Reitsma runs up a 21.21 ERA in June and lands on the DL.</p>	<p>3 D'backs 4-13, Braves 2-9</p> <p>Swept for third time in 26 doubleheaders since 1991.</p>
<p>4 D'backs 9, Braves 3</p> <p>Chris Reitsma booed after four-run ninth; team falls under .500.</p>	<p>5 Nationals 5, Braves 4</p> <p>Fifth straight loss and 1-7 start to 10-game homestand called "small rut" by Marcus Giles.</p>	<p>6 Braves 5, Nationals 3</p> <p>W</p> <p>Horacio Ramirez throws eight innings in fourth start.</p>	<p>7 Nationals 5, Braves 2</p> <p>End of 2-8 homestand. Next seven are on the road.</p>	<p>8 Astros 7, Braves 4</p> <p>Bullpen ERA goes over 5.00.</p>	<p>9 Astros 7, Braves 2</p> <p>Jorge Sosa pounded again, falls to 1-8.</p>	<p>10 Braves 4, Astros 2</p> <p>W</p> <p>Edgar Renteria hits three-run homer.</p>
<p>11 Astros 14, Braves 4</p> <p>Horacio Ramirez hit in head as Braves fall 10 games behind Mets.</p>	<p>12</p> <p>Two off days can't stop Bobby Cox's first 10-game losing streak.</p>	<p>13 Marlins 4, Braves 1</p> <p>Chris Reitsma put on disabled list; 11-game deficit is worst since 1990.</p>	<p>14 Marlins 6, Braves 5</p> <p>Mike Remlinger snipes at Chipper Jones after error and another bullpen collapse.</p>	<p>15 Marlins 3, Braves 2</p> <p>Jones responds: "I don't think anyone is in a position to throw stones."</p>	<p>16 Red Sox 4, Braves 1</p> <p>Sox fans make their presence known at the TD.</p>	<p>17 Red Sox 5, Braves 3</p> <p>Nine games under .500 for the first time since 1990.</p>
<p>18 Red Sox 10, Braves 7</p> <p>Braves in last after bullpen surrenders six runs with two out in eighth.</p>	<p>19</p> <p>John Smoltz creates buzz by saying he'd "listen" to trade proposals.</p>	<p>20 Blue Jays 6, Braves 5</p> <p>John Smoltz creates buzz by saying he'd "listen" to trade proposals.</p>	<p>21 Blue Jays 6, Braves 3</p> <p>Jorge Sosa out of rotation, in bullpen.</p>	<p>22 Blue Jays 3, Braves 2</p> <p>Another eighth-inning collapse by the bullpen.</p>	<p>23 Braves 4, Devil Rays 3</p> <p>W</p> <p>John Smoltz pitches 1½ innings and injures groin.</p>	<p>24 Devil Rays 3, Braves 2</p> <p>End of road for Mike Remlinger, designated for assignment.</p>
<p>25 Braves 4, Devil Rays 1</p> <p>W</p> <p>Chuck James wins first major league start.</p>	<p>26 Yankees 5, Braves 2</p> <p>No. 1 starter Tim Hudson falls to 6-7.</p>	<p>27 Braves 5, Yankees 2</p> <p>W</p> <p>Horacio Ramirez earns another victory.</p>	<p>28 Yankees 4, Braves 3</p> <p>Bullpen blows sixth lead for John Smoltz, 17th blown save in 33 chances.</p>	<p>29</p> <p>Edgar Renteria's average fell 24 points in June.</p>	<p>30 Braves 5, Orioles 3</p> <p>W</p> <p>Marcus Giles breaks a tie in the sixth inning with a two-run, two-out single. Story, D4</p> <p>Adam LaRoche hit his 13th home run.</p>	

Photos by staff and Associated Press

5. Grid.

Colorado Springs.

The grid format lets the readers find what they want to know quickly. In this example, they can find what their favorite candidates said and ignore others.

THE CANDIDATES



JOE BIDEN

DELAWARE SENATOR

Taxes: "For the first time in our history, we're in a position where those who are the wage earners are paying a bigger chunk than they should. It's got to shift back."

Chief Justice John Roberts and Justice Sam Alito: "The problem is the rest of us were not tough enough. They have turned the court upside down. The next president of the United States will be able to determine whether or not we go forward or continue this slide"

Online: www.joebiden.com



HILLARY RODHAM CLINTON

NEW YORK SENATOR

HIV/AIDS: "This is a multiple-dimension problem. But if we don't begin to take it seriously and address it the way we did back in the '90s when it was primarily a gay men's disease, we will never get the services and the public education that we need."

Outsourcing: "We have to do several things: End the tax breaks that still exist in the tax code for outsourcing jobs; have trade agreements with enforceable labor and environmental standards; help Americans compete, which is something we haven't taken seriously."

Online: www.hillaryclinton.com



CHRIS DODD

CONNECTICUT SENATOR

Employment: "We today reward industries that leave America by giving them tax breaks. I would like to see us reward companies that stay in our inner cities, go to places where jobs ought to be created. That ought to be a part of our tax policy as well."

Segregation: "The shame of resegregation has been occurring in our country for years."

Online: www.chrisdodd.com



JOHN EDWARDS

FORMER NORTH CAROLINA SENATOR

Health care: "We know that race plays an enormous role in the problems that African-Americans face and the problems that African-Americans face with health care every single day. There are huge health care disparities, which is why we need universal health care in this country."

Racism: "If you're African-American, you're more likely to be charged with a crime. If you're charged with a crime, you're more likely to be convicted of a crime. ... There is no question that our justice system is not colorblind."

Online: www.johnedwards.com



MIKE GRAVEL

FORMER ALASKA SENATOR

War on drugs: "The scourge of our present society, particularly the African-American community, is the war on drugs. ... There is no reason to continue it in the slightest. All it does is create criminals out of people who are not criminals."

Online: www.gravel2008.com



DENNIS KUCINICH

OHIO REPRESENTATIVE

Trade: "One of my first acts in office will be to cancel NAFTA and the WTO and go back to trade conditioned on workers rights, human rights and environmental quality principles. That is what we must do. A Democratic administration started NAFTA. A Democratic administration will end it."

Online: kucinich.us



BARACK OBAMA

ILLINOIS SENATOR

Government's role: "There are going to be responsibilities on the part of African-Americans and other groups to take personal responsibility to rise up out of the problems that we face, but there's also got to be a social responsibility."

Hurricane Katrina: "I think that what's most important, though, that we have a president who is in touch with the needs of New Orleans before the hurricane hits, because part of the reason that we had such a tragedy was the assumption that everybody could jump in their SUVs ... and check into the nearest hotel."

Online: www.barackobama.com



BILL RICHARDSON

NEW MEXICO GOVERNOR

Diversity: "I believe very strongly that the next president is not just going to have to pass laws and take the steps necessary to reaffirm affirmative action and take steps to make sure our schools are integrated. But, also, the next president is going to have to lead and speak passionately about a dialogue among all peoples."

Pulling out of Beijing Olympics if China fights sanctions about Sudan: "You know, I believe fighting genocide is more important than sports."

Online: www.richardsonforpresident.com

6. Q&A.

The Florida Times-Union.

Whenever the readers have questions, we should consider giving them the answers in this format.

THE MATHEWS BRIDGE DETOUR: QUESTIONS & ANSWERS

Drive the Mathews? You'd better read this



Times-Union file Starting Monday, you'll only be able to drive into town, not out, on the Mathews Bridge.

After years of complaints about the dangerous metal grating atop the Mathews Bridge, the state will begin to replace it Monday. But it's not going to be easy for commuters: "I expect this to be the most significant traffic backup the city has seen in a long time," said Sgt. Leonard Propper, who's leading the Jacksonville Sheriff's Office preparations.

Why is this work being done?

Motorists have complained about the 54-year-old span for years. The 800 feet of grating — installed because it's lighter and less expensive than concrete — creates a shimmy in cars driving over it, and many motorists have felt it was unsafe. A number of accidents have occurred on the grating during rain storms, including a fatal one in 2004.

How much will it cost?

DOT officials have earmarked \$12.9 million for the project — just over the \$11 million it cost to build the bridge initially. (Of course, that \$11 million is about \$84 million in today's dollars.)

How long will it take?

The entire project will last until October, but traffic will be detoured for about 90 days, until late July. While this isn't good news for Jacksonville Suns fans, it does mean traffic should be back to normal before football season kicks off.

What can I do to make things go more smoothly?

Stay out of the area. For commuters who need to use the detour routes, try to leave work later if HR will allow it. Drivers coming down Martin Luther King Boulevard to the Hart Bridge should exit MLK before then (on Jesse or Eighth streets) so they don't snarl up the detoured drivers crossing Gator Bowl Boulevard. If you're going to the Hart Bridge from Interstate 95, take Monroe or Forsyth streets to the bridge rather than Union Street.

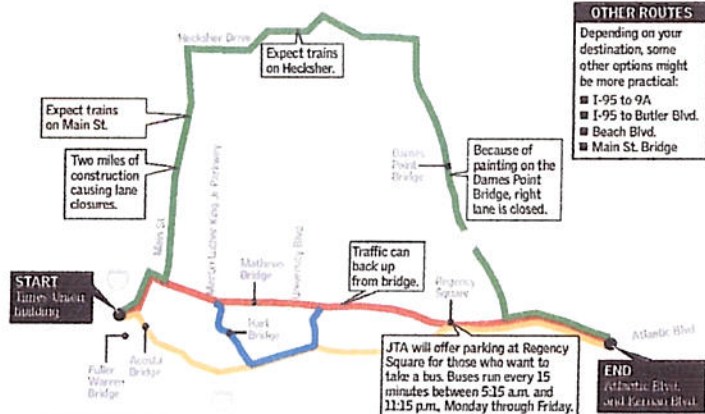
TIMOTHY GIBBONS/The Times-Union

How will I cross the river?

To gauge how traffic could be affected, three employees took three different routes during 5 p.m. rush hour Wednesday. We didn't test the Hart Bridge route because travel time will grow far longer during the detour period. Below are the results:

How will this construction affect traffic?

Westbound traffic will still be able to cross the bridge. When the lanes for westbound traffic will be under construction, westbound traffic will be shifted to the other side of the bridge.



OTHER ROUTES
Depending on your destination, some other options might be more practical:
■ I-95 to 9A
■ I-95 to Butler Blvd.
■ Beach Blvd.
■ Main St. Bridge

MATHEWS BRIDGE	ACOSTA BRIDGE	DAMES POINT BRIDGE	HART BRIDGE
From The Times-Union to Atlantic and Kernan: Riverside Ave. to Broad St. to Union over Mathews Bridge to Arlington Expressway to Atlantic Blvd. to Kernan Blvd.	From The Times-Union to Atlantic and Kernan: Riverside Ave. over Acosta Bridge to Beach Blvd. to Atlantic Blvd. to Kernan Blvd.	From The Times-Union to Atlantic and Kernan: Riverside Ave. to Broad St. to 8th St. to Main St. to Zoo Parkway to Hecksher Dr. over Dames Point Bridge to 9A to Atlantic Blvd. to Kernan Blvd.	■ The official detour route is to take the Hart Bridge to Atlantic Blvd. ■ Officers will be stationed at 26 key intersections along the detour route from 4 p.m. to 7 p.m. ■ Wreckers and a helicopter will be standing by in case of accidents.
33 minutes 11.6 miles Total travel time Total distance	34 minutes 12.1 miles Total travel time Total distance	43 minutes 22 miles Total travel time Total distance	

Sources: Florida Department of Transportation; Times-Union research by David Baunfein, Patrick Garvin, Timothy Gibbons, Cindy Hillfield and David Hunt

What's being removed?

The grating system currently in place has crescent-shaped indentations for traction. The grating is not covered and is exposed.

What's being put in place?

When the current grating system is removed, it will be replaced not with another grating system but what is called an "exodermic deck system." Steel bars will cross the main bar and then four inches of lightweight concrete will be poured, covering the steel bars.

NUMBER OF DRIVERS A DAY

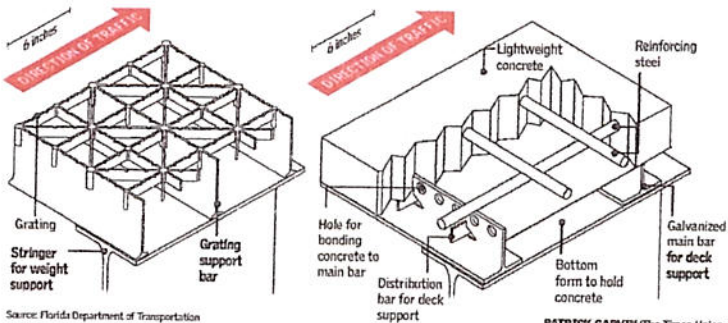
Under normal circumstances

MATHEWS BRIDGE
72,000

HART BRIDGE
47,000

ATLANTIC AND UNIVERSITY INTERSECTION

37,000



Source: Florida Department of Transportation

PATRICK GARVIN/The Times-Union