



GAMES JOURNALISM

CRASH COURSE



INTRODUCTION

Welcome to the wonderful world of digital games journalism! First things first, we're going to let you in on a little secret: writing the news isn't particularly difficult. It just takes practice, discipline, and a bit of know-how.

The video game industry is booming right now, and we have good reason to believe that games journalism will be an active field in the coming years. More and more publications and writing platforms are popping up, making it easier than ever for writers to create and share content. But the abundance of content also makes it difficult for up-and-coming writers to get attention. It can be overwhelming to try and participate in such a fast-paced, information-saturated environment.

Learning to write news articles that are both technically competent and engaging is a must for any budding journalist. We're going to teach you how to do both.

While “journalist” might seem like a lofty title, you can write effective news articles without much fuss if you follow the guidelines and advice in this ebook. In these four chapters, we’re going to help you start building the skills you need to make waves in the games journalism industry.

Chapter One will cover the basics of simple, primary reporting and give you some pointers on how to structure news articles. In chapter two, we’ll discuss the most common ethical quandaries in journalism: sourcing, attribution, and fact checking. Once you’ve mastered those basic practices, you’ll be ready for our later chapters, which will teach you how to set yourself apart from other journalists. In chapter three, we’ll discuss secondary reporting and how to make the most out of news, even if we aren’t the first to break a story. Finally, in the fourth chapter, we’ll dive a little deeper into coming up with fresh angles and perspectives, and how to write appropriate headlines.

At the end of each chapter, there will also be repeatable exercises to help you practice what you’ve learned.

Once you think you’ve got it down, it’ll be time to share your newfound skills with the community. Whether it’s on your blog, in class, or right on **GameSkinny.com**, this basic advice will set you on the right track to start writing effectively. And remember: GameSkinny is a **great** place to just sign up and start writing as a games journalist without the headaches that come with managing your own blog! Our site and editorial team are dedicated to helping writers like you create stellar digital content and providing a platform where you can be heard.

This handy ebook isn’t the only resource we have to offer you. You can practice these reporting skills and learn many more by joining our 9-week *Journalist Training Program* (JTP). The JTP may be available as an internship with class credit. GameSkinny also has the *Bounty Program*, where our community writers have the opportunity to get paid for their writing!

We hope you enjoy this ebook of ours and keep an eye out for more great resources from **GameSkinny.com**!

CHAPTER 1

DIGITAL JOURNALISM 101

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Basic News Structure

News is for People and About People

Be Accurate, Concise, and Readable

If We're Not First, We Need an Angle

GS Exercise

A **news article**, in its most essential form, is a vehicle for information to get from A to B. You are A, your reader is B. When writing the news, our duty is always to inform the reader as best we can about a given topic in the most effective, efficient, and engaging way possible.

In digital journalism, we can get information to readers faster than ever possible in print — and with a few bells and whistles to boot. It's easy to format articles, use headings, and embed images and tweets and other multimedia. But that can all get a little overwhelming! Let's start with the very basics by taking a pragmatic look at how we can convey information to our readers.

Basic News Structure

One of the quickest ways to get information across is to focus on the essentials first, and the details second. Our readers must know six things right off the bat in order to have a proper context and absorb the news:

Who? What? Where? When? Why? How?

An effective news story has a succinct answer to each of those six questions, usually within the first two paragraphs. Don't hesitate to flex your writing chops and answer more than one of these in a single sentence.

Let's look at an example. Say we want to write a news article about a popular game developer that is Kickstarting a spiritual successor to a beloved, old franchise. Here are some of the questions we'd want to answer:

- **Who** is the developer?
The team? The characters?
- **What** is the game about?
What has the developer made in the past?
What is the funding goal?
- **Where** does the game take place?
Where is the team located?
- **When** will the Kickstarter start? End?
When is the game anticipated?
- **Why** Kickstarter? **Why** now?
- **How** is the campaign going?
How is this all being received?

Initially, it may seem like it'll be difficult to decide how to organize all this information. Don't worry! Journalists have a tried-and-true structure that we can use for all basic news articles. It's called the **inverted pyramid of news**: critical info comes first, and the rest follows. Just like a pyramid's base, the base information comes first.

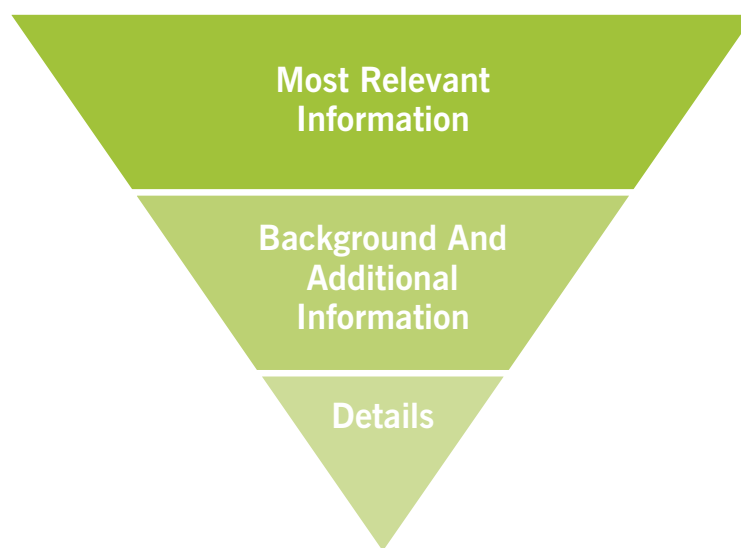
The 'base' of the pyramid puts the most relevant information first. If the reader only has time to read the first two paragraphs, we've still got them covered with the most pertinent information.

Providing critical information first is not only a good practice online, but in print too. Because word counts and physical space are much more important in print publications, an editor might have to cut a story down to fit. Assume that your story might get cut off at any point, or the reader will quickly scan to find the info they need and leave. Our goal is always to get the key information to our reader, so we prioritize this first on the page.

As we move into the middle of our article and pyramid, we'll have the opportunity to include quotes, comments, background, additional information, and other useful tidbits necessary to flesh out the story.

Towards the end, we'll wrap up and provide final details, links to other relevant on-site articles, and any necessary off-site links.

Inverted Pyramid of News



News is for People and About People

It's important to keep the human element of news in mind. Our readers are typically humans, after all. Being informative and efficient doesn't have to mean being cold and robotic!

And when you do write about people, don't just think about who the big names are, but also consider who is affected by this news. Are fans happy or sad? Is there a studio exec or employee who might have an opinion (and could you reach out to them)? Consider everyone and how they might respond to the news.



If someone is reading, consider that they likely have a personal investment or interest in the story.

Remember: if someone is reading, consider that they likely have a personal investment or interest in the story — we can tailor our articles accordingly. We can use quotes, name names, refer to our audience, or even use a little humor to give our reader a human element they can connect to.

Be Accurate, Concise, and Readable

This should come as no surprise: we need to fact check our work and make sure our sentences are grammatically correct and reader-friendly. Because this is digital publishing, we're not talking about any old readers! We're talking about internet-savvy, Reddit-using, social media-fueled commenters who expect top-quality writing and nothing less.

Tell the reader what they need to know, but keep sentences and paragraphs short and to the point. Don't go overboard with descriptive words, and don't talk about things that are unnecessary. Always take a proofreading axe to your words once you finish writing and make sure the information is articulate, easy to digest, and accurate.

Accuracy also means accurate capitalization and italics. Some companies stylize their names or the names of their products. **For example:** it's BioWare, not Bioware. PlayStation, not Playstation. Additionally, game titles are **always** italicized when they're mentioned, just like movies, books, and other long-form media. So, we'll want to write *World of Warcraft*, not World of Warcraft.

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If We're Not First to Break the News, We Need an Angle

An **angle** is the approach we take to a news story that sets it apart from other stories about the same topic. If we don't say something different than everyone else, then our work will fade into the crowd.

Most of the time, we will not be the ones breaking the news; that's a fact of the digital journalism industry. These days, many people can get the information just about anywhere: Twitter, Facebook, Reddit, blogs, public press releases, and so on. We need to provide something a little extra if we want to engage our readers; an angle is a great way to do just that.

Have an angle, use your voice and tone, be inquisitive, and consider approaching the news in a way that isn't in the limelight yet. Don't just write:

"PS4's early sales outperform Xbox One's sales"

By the time we write this headline, there are already a hundred other articles with the same headline. Why would someone click on our version, rather than other articles that say the same thing? If we want people to stop and read what we have to say, we're going to have to do more than regurgitate the news.

Anyone can write a bland news piece quickly; a real journalist needs to do more than that. It is up to you think critically.

Anyone can write a bland news piece quickly; a real journalist needs to do more than that. It is up to you to think critically about perspective, use your brain, and come up with a version of the news that appeals to and resonates with readers. We need to stick out.

To develop an angle, consider the different perspectives from which we can look at a news event. Think out of the box and let yourself brainstorm. Let's consider some different angles we can take on that PS4 sales headline:

- “PS4’s early sales lead might be all smoke and mirrors”
- “PS4 launch sales shoot ahead, but with no exclusive games in sight”
- “Xbox One developers worry about PS4’s strong early sales lead”
- “PS4 is winning the console war, according to massive sales lead”

Here are four different ways to interpret that same news. Instead of yet another regurgitated version of a PS4 press release, these headlines offer something new and require a little critical thinking. From these examples, notice that a good angle is not necessarily an opinion; it just means that we are considering a perspective.



EXERCISE

1. Find some news and dissect it for the Who/What/Where/When/Why/How.
2. Then, invent an imaginary news event.
3. Break that down into crucial parts.
4. Consider the six questions and any possible angles.
5. Write a news article for this imaginary news event to see how you'd string all that information together.

CHAPTER 2

ETHICS: SOURCING, ATTRIBUTION, AND FACT-CHECKING

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Primary Sources: What Do I Link To?

Share the Love and Interlink

Fact-Checking is Next to Godliness

Properly Attributing Sources

GS Exercise

As previously mentioned, accuracy is important in journalism. We must take certain steps to maintain our credibility as writers if we want our readers to consider us a valuable and authoritative source of information. Digital journalists have an astounding amount of information (and misinformation) at their fingertips, so we must be vigilant about sourcing and fact-checking.

Primary Sources: What Do I Link To?

A **primary source** is the original source for a piece of news. This could be a tweet, a press release, a blog post, an interview, etc. The primary source is not another outlet's article about a tweet, press release, blog post, or interview. If there is an original primary source, opt for the original over another outlet's article about the topic. That way, the potential errors and biases of those other outlets don't cause us to misreport the news.

Who knows — by going to that primary source, we may also get extra tidbits of information that other news outlets opted not to include, which could help us form our own, unique angle. For example, let's say we

If there is an original primary source, opt for the original over another outlet's article about the topic.

find an article with this headline: "Bungie discusses the lack of day-one reviews for *Destiny*." We look at the source of the article and find that it's based off of quotes from a Bungie blog post. That Bungie blog post is our primary source. As we write, we refer to and link to that primary source from Bungie, not the article. On GameSkinny, this means we'll include that primary source link in the "Source" box of the SEO tab.

Even though we got the info from another outlet by proxy, that news was still out there in the blog post for anyone to grab. When we use the primary source, we don't need to provide a link to another news outlet — we don't need to give that other outlet extra credit that might take away from our words and our own research. To help you find those primary sources as you research: always check the body and end of news articles for links to potential primary sources.

Share the Love and Interlink

Always remember this golden rule of journalism: we're in service of informing our readers as best as we possibly can. Now, sometimes there will be information beyond the scope of one article, and we'll need to send our readers to other articles with the best links we can. Let's talk about that for a second.

The 'best' link might mean a post on another site, in terms of quality, but that doesn't always mean it's the best link for our reader's experience. If our reader is already on our article, that means they didn't go elsewhere. They're here, on our article for a reason, and willing to read our content. This is very important.

It is most often best to link to other articles on our site, where the reader already is. On GameSkinny, we've got a tool just for finding other good content our community has written; we call it the Existing Content Finder.

The Existing Content Finder Tool is located right in our text editor (the magnifying glass button). Click it and use relevant keywords to find other articles that deal with similar topics. The tool even allows us to preview the post before we decide to use the link.

Besides being generally great for the reader, internal linking — especially in the first, second, and last paragraphs — is hugely beneficial to any content site and can help drive additional views to other articles by GameSkinny writers. GS has a wealth of articles from the community that we can refer to. These links encourage readers to stick around on the website and find more great content.

Fact-Checking is Next to Godliness

Fact-checking is fairly basic: always make sure to check the facts! This doesn't just apply to the details of our articles; it also applies to things like spelling, capitalization, dates, names, official titles, and so on. From the big stuff all the way down to the small stuff, check it all and then check it again. Also, keep in mind that sometimes we might think something is accurate and just be totally wrong. So, fact-check and fix all possible issues before someone gets a chance to point them out in the comments section.

Here's a quick pop quiz to keep you on your toes. How many do you know without looking them up?

1. Is it Pac Man, Pac-Man, or Pacman?
2. Was *Warcraft* released November 23, 2004, or November 24, 2003?
3. Which is correct: *Watch Dogs*, *WATCH_DOGS*, or *Watch_Dogs*?
4. Which is correct: Bioware or BioWare?
5. Is Major Nelson the Director of Programming for Xbox Live or the President of Programming?

When in doubt, take two quick seconds to do a Google search! But be sure that you are checking on reputable sites, of course. It doesn't matter if Joe Schmoe's blog spells it 'Bioware', Wikipedia and the official developer website say BioWare, so that's how it should be written. Accuracy is a beautiful thing.

Properly Attributing Sources

We will most likely end up using images and quotes as we write. Always remember to **attribute** source information for images and quotes if you got them from a specific source.

In addition to attributing sources, double check to make sure we have the image attribution correct! Oftentimes, we'll find an image someplace like IGN, Polygon, Kotaku — but if we find an image on IGN, are we sure IGN made or is responsible for the image? Or did they find it elsewhere? Most outlets will provide sourcing, so the breadcrumbs will be there. Follow the trail!

If we are having trouble finding the source or if something is not sourced at all, remember that we can reverse search images with Google's Search by Image tool. (Or right-click the image and select "Search Google for this image," if using Chrome.)

When we have the correct image source, we just need to include the attribution in the article. These are the best options when attribute an image source:

- Include the source right below the image in italics with link.
- Include a 'Sources' area at the bottom of the post.
- Mention the source in text and hyperlink where appropriate.

Proper sourcing, attribution, and fact-checking are key elements that make a good journalist into an excellent one. Take the time to do these things well and you'll be much better off for it.



EXERCISE

Don't mistake casual internet writing for absolute authority. Prove a writer right or wrong with research.

1. Find a controversial article.
2. Fact-check what the author asserts.
3. See if you can find errors.
4. If you do, draft a new article that has the correct information.

CHAPTER 3

SECONDARY REPORTING AND HOW TO TURN NEWS INTO FRESH CONTENT

CONTENTS

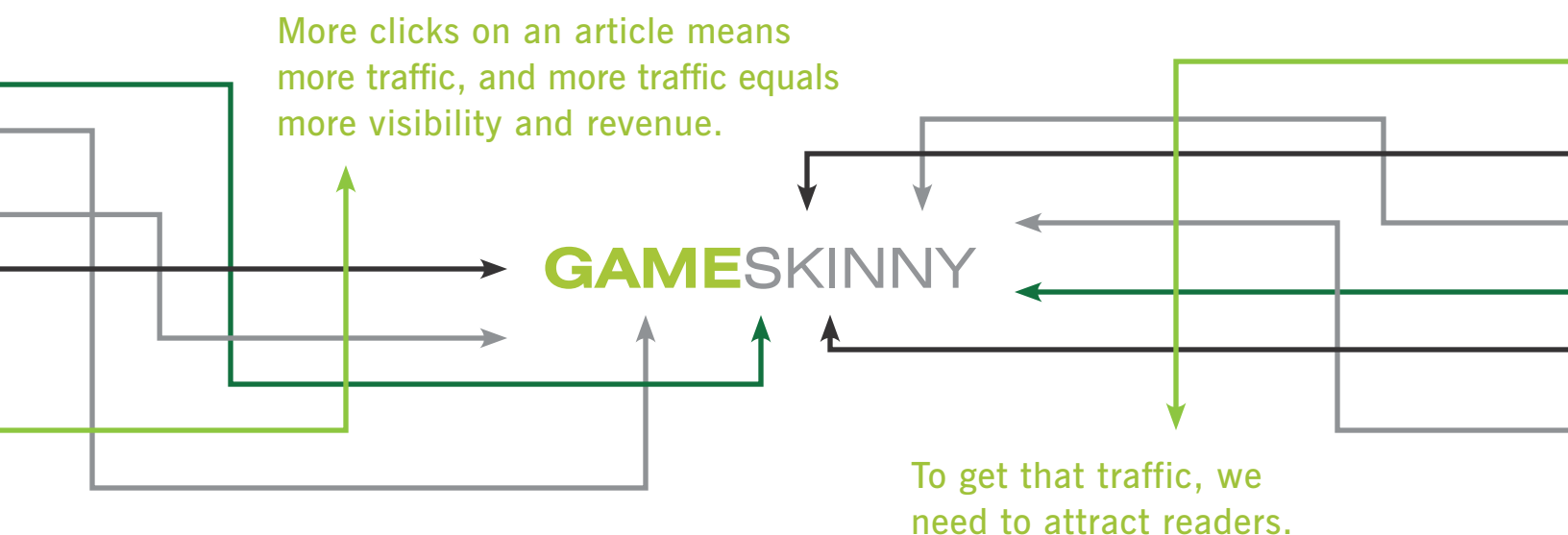
The Answer is Secondary Reporting

Get Your Readers Talking

Research and Reach Out
for More Information

GS Exercise

If you've had any formal training in journalism, you've probably learned that the cardinal sin of news reporting is having an opinion. In traditional journalism, the reporter's views, stances, or beliefs can taint a news article, and only the receivers of information are allowed to formulate an opinion.



But digital journalism doesn't always follow the same rules as traditional journalism, simply because it can't. On the internet, information moves too quickly for us to rely solely on objective primary reporting. If we attempt to break into digital games journalism and don't consider subjective perspectives as we write, we won't get very far. Having a perspective does not necessarily mean having an opinion, but we'll discuss that in further detail later in this chapter.

To rise in the virtual space, we need traffic. More clicks on an article means more traffic, and more traffic equals more visibility and revenue. To get that traffic, we need to attract readers — a task easier said than done with large outlets cranking out news every few minutes. How are we supposed to compete? Most of us aren't on PR lists for press releases, and we probably can't afford to spend all day scouring Twitter, forums, etc. for big news. In a field where mere minutes can be the difference between breaking a news story and being too late, how are we supposed to make readers come to us?

The Answer is Secondary Reporting

Reporting basic news is a building block that is essential to master, but it won't help you step out of the shadow of media giants. Unless we're first (or one of the first) to break a big news story, we're going to have to approach it with a different perspective to set ourselves apart. That's where secondary reporting comes in. Strictly speaking, secondary reporting is writing up a story that has already been run but presenting it in a way that hasn't been done yet.

This isn't to say that primary reporting (purely objective coverage) is worthless. It's the foundation of all journalism. It all begins with the news. But it's important to remember the word "begins." News should be treated as a starting point, especially in the online world. Good, productive content creators use the news to generate plenty of original content for their website or publication.

The key to secondary reporting, as we've mentioned, is perspective.

The key to secondary reporting, as we've mentioned, is perspective. Some of us may equate "perspective" with "opinion," but that's not always the case. While a perspective may certainly be formed around opinions, secondary reporting isn't about purely expressing our opinions. We aren't ranting or standing on our soapboxes; that's what op-eds are for. We're approaching news with questions and viewpoints that add a fresh dimension to the story.

Let's take a look at an example. Remember when Facebook bought Oculus? It was a pretty big deal. If we were doing a primary report on the buyout, our headline might look a little like this:

“Facebook acquires Oculus VR for \$2 billion”

That's an informative headline, but if a reader has already heard the news, they don't have any reason to click on it. For discerning readers, we're going to need something more evocative to earn our attention. Something like:

“Facebook nabs Oculus, but is it worth \$2 billion?”

This headline gives readers the hottest news of the day, while also adding a spin (and perspective) that is unique to us and our site.

But secondary reporting doesn't stop at the headline. It needs to continue throughout the article to hold a reader's interest. As we report the news, we can offer additional commentary and ask thought-provoking questions to prevent our article from feeling like a clone.

Commentary may be against the rules in primary reporting, but this is secondary reporting. Using a blend of news and op-ed techniques works in this context. Once we've provided the critical contextual information about the news event, we're free to react to the news, question it, express views about it, and so on.

Get Your Readers Talking

Big news generates big discussions — everyone is talking about the latest happenings. In the immediate and interactive world of the Internet, as soon as people are talking, we should be springing into action to write. Immediately.

For instance, when *Grand Theft Auto V* was announced for next-gen consoles and PC in addition to Xbox 360 and PS3, the news was plenty big on social media and forums. But in order to stand out, we had to start asking questions, considering perspectives, and writing secondary reports in response. We began asking: could *GTA V* on PS4 and Xbox One be incentive enough to buy a new system, even if the game isn't exactly new? Is the ongoing trend of previous-gen games being upgraded for next-gen consoles a negative thing or a positive one? Would it be worth upgrading if a player has already completed the game on 360 or PS3? Has a similar scenario happened for any other games? Did any other *GTA* titles jump platforms, and how did it go?

In the immediate and interactive world of the Internet, as soon as people are talking, we should be springing into action to write.



That's just the start. We've got to be thorough.

See how many articles we could generate from a single news event? All it takes is a little extra consideration and some additional research. After penning the articles, we can give them eye-catching headlines and pat ourselves on the back for a job well done.

When considering what secondary perspectives you can take on a piece of news, don't be afraid to take a strong stance on something. To attract attention and stand out, you need to hone your voice. Don't be wishy-washy, readers don't respond to wishy-washy. Wishy-washy viewpoints

Don't be
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won't rocket to the top of N4G and don't become the hot topics of conversations in forums. Don't be afraid to be controversial. Write with a heartbeat and a backbone to make your secondary reporting special. Not everyone will always agree with your strong stances, but you'll have their attention regardless and readers will engage with your work.

Another good practice for generating engagement is to end secondary reports with a question for readers concerning the information at hand. Prompt them to respond. The online world is community driven, so if we can get people talking in the comments, a piece will rise in popularity.

If we want even more traffic, we can opt to write both a primary and a secondary article. First, we'd produce the news piece that follows all the conventional rules of reporting. Then, we'd create another headline for an op-ed or secondary report that links to and comments on that first, objective story. That way, we can get two headlines that focus on a trending subject and greatly increase our visibility.

Research and Reach Out for More Information

Some news might compel us to contact the developer or publisher for more information. Doing so could lead to original content that would take the form of unique-to-our-article news. Such news guarantees you are saying something new and fresh, which matters.

So, if a big game gets delayed and the official reason for the delay is either vague or nonexistent, maybe we should pry for a better explanation. We may not get anywhere – but hey, it’s part of the job. We do have to think critically about who we’re contacting, of course. If we ask the CEO or the President of a company, we’re probably not getting an answer, at least for AAA titles. But if we can dig to find contact info for a member of the dev team, or a Community Manager, or a PR person, then we may have a better chance.

There are also times when even a few minutes of research will uncover new pieces of information that nobody knows yet. That research will probably give us ideas for more related content that builds on the original breaking news. The key to being a successful digital journalist is to keep coming up with more ideas and keep producing content that feeds off of huge news.

Also, remember to keep an eye on the community response.

Not only can community response be an angle in itself from which you can approach a piece of news, but it can also indicate how much demand there is for secondary content. Once the novelty of news begins to wear off, so will the appeal of branching content. For instance, while *The Last of Us: Remastered* was hot for a long time, an article on that topic now wouldn't drive much interest at all because no one is talking about it anymore.

Bottom line: news can be big on its own, but unless you're the one to break it, it likely won't do you much good. To be creative and innovative, we have to put in the effort to investigate, dig, and generate secondary reports.



EXERCISE

1. Take one piece of recent news and break it down into 10 unique angles.

It might seem tough to get 10 down, but you've got this! Start asking questions and spend some time Googling to investigate the small details. Really flex those creative muscles and get all 10 done; create that flood of content.

Come up with a stellar angle? Write an article with it!

CHAPTER 4

IN HEADLINES, SPIN, AND ANGLES: BE WRITERS BEFORE FANS

CONTENTS

Avoid Writing with Hype

Writing Without Hype Does
Not Mean Pure Objectivity

GS Exercise

Let's expand on secondary reporting by exploring headlines and spin. There are two important sides of the same coin in this chapter: learning to leave our own hype at the door and learning how to spin one piece of news in a fresh and unique way.

In an industry where first-scoop news is dominated by huge outlets with incredible access, the scrappy world of secondary reporting is our superpower.

Avoid Writing with Hype: Be a Journalist, Not an Enthusiast with a Blog

It's very, very easy to get excited about the games we write about — we're gamers. It's easy to fall into the trap of expressing our excitement in our secondary reporting. It's also easy to read a press release and be persuaded unintentionally by language that a PR company expertly crafted for the sole purpose of hyping us up. The corporate words are right there and ripe for the picking... but don't fall into the trap!

Here's a little mantra to help us stay on the straight and narrow as games journalists:

We're writers first, gamers second, and fans last.

Even though we care about and love gaming, we need to keep our enthusiasm in check when we report; we always need to remain skeptical (not necessarily cynical).

Although usually unintentional, writing with hype is the single most common mistake that fledgling journalists will make when writing news. This tends to take the form of using subjective and qualitative adjectives to refer to games and products — words like 'stunning', 'gorgeous', 'awesome', 'best', 'worst', 'incredible', etc. These words do not have a home in most news pieces, so avoid them unless they are justifiably pertinent to your secondary reporting.

Our job is to investigate and cover newsworthy topics — our job is **not** to advertise for publishers and developers.

Writing Without Hype Does Not Mean Pure Objectivity

When the topic of evenness and objectivity comes up in journalism, the unfortunate result is often overcompensation in a conservative, no-toe-stepping direction — coverage becomes too objective. Overly objective reporting often results in:

- A lack of personality
- Unnecessarily rehashed and regurgitated news
- Boring and bland writing
- An unattractive amount of cynicism
- A lack of readability
- And a lack of a focus

These are all things that we want to avoid. We need to find a happy medium between writing without bias and writing with a unique spin to keep the news engaging. Striking this balance is difficult, but it will come with practice.

We've used the word "spin" a lot, but what exactly do we mean?

Spin is asking and answering: From what other perspective can I approach this topic? How can my writing provide variation or angle? If this sounds a lot like secondary reporting, then you're catching on!

Let's look at an example. This is arguably one of the most interesting pieces of news to ever exist:

In the summer of 2014, a Russian satellite containing geckos – as well as some species of flora, fungi, and insects – was orbiting Earth in an attempt to observe various reproductive habits in zero-gravity. Weeks after losing contact with the orbiting ecosystem, the satellite fell to Earth. The geckos were found dead inside.

Granted, this sounds pretty absurd, but we assure you it is 100% real. Look it up.

This story has so many fascinating tidbits:

1. There is a Russian satellite in orbit,
2. It has non-human living things in it,
3. Those things are having sex,
4. There are mushrooms,
5. The Russians lose contact and lose control of the satellite,
6. The sex experiment ends in death.

The absurdity alone is plenty newsworthy, but there sure are lots of ways to spin this (shine light on specific aspects) while keeping all the central information intact and accurate. So what might those different headlines look like?

Well, the BBC went with “Sex geckos die in orbit on Russian space project.” Other possible spins include:

“Failed Russian space experiment falls to Earth”

Focus: on the “failed” experiment.

“Russian animal testing under our noses and (literally) over our heads”

Focus: on “animal testing” and the fact that this was “under our noses” because it was relatively unknown news at the time.

“What can we learn from Russia’s zero-G reproduction experiment?”

Focus: the educational angle and on “reproduction experiment.”

**“Rogue gecko space orgy meets gruesome end,
mushrooms found at scene.”**

Focus: the comic absurdity of the situation.

There are lots of ways, even more than these initial few, to spin this news. We can tell at a glance that the basic news will be the same in each headline — but each headline has a slightly different flavor, texture, and focus.

This is the headline game and, again, this comes with practice. Developing a nose for fresh angles to tackle is an invaluable skill, and it will end up being what differentiates your article about gecko sex from the BBC's article about gecko sex. When you engage in secondary reporting, always ask yourself:

“What can I offer in my article that the reader won't get anywhere else?”

Once you've answered that question, it's time to get writing.



EXERCISE

1. Pick a piece of recent news.
2. Generate 20 headlines for that news.

This may feel similar to the activity for our secondary reporting chapter, but in this exercise you're only using one angle, not coming up with multiple ones. Using just that one angle, push yourself to create 20 different headlines. That probably seems like a daunting number, but you can do it! This exercise will force you to push yourself and stretch your creative and critical limits.

Further Reading

We hope you enjoyed this crash course in digital games journalism. It can be an intimidating field to break into, but it's also a rewarding one. It's going to take time and practice to really hone your skills, but if you study the lessons offered in this ebook, you should be on the right path.

The only thing left to do now is put these lessons to work. Flex those writing chops and share your newfound journalistic skills with the world. There's a flood of news and potential content that's just waiting for you to jump in.

If you need a place to start, try **GameSkinny.com**. Simply create an account and start writing! Our editors help make good articles great and push the great content directly to the home page. Your personal profile is your portfolio.

We offer a **Bounty Program** where anyone can become a member. You earn money from the articles and content you write. Find and build your audience while making money. There is no limit to your earning potential.

Our free **Journalist Training Program** will train you in many aspects of digital games journalism — from news and op-eds to interviews and guides. Whether you're looking for internship credits or you're ready for a more intensive learning experience, it's a great opportunity to improve your skills. Please visit the links below for more information.

Thank you for choosing us as your resource for digital games journalism. Keep an eye out for future ebooks and other instructional materials. And good luck on your future news articles!

—The GameSkinny Team

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Glossary

<i>Angle</i>	The approach we take to a news story that sets it apart from other stories about the same topic.
<i>Attribution</i>	Giving credit (via a link or other means) to the original source of an image or piece of information.
<i>Inverted Pyramid</i>	A structure used by journalists to organize news articles in which critical information comes first, and smaller details come after.
<i>News Article</i>	A piece of writing meant to give a reader information about a specific event.
<i>Primary Source</i>	The original source of an image or piece of information (i.e. a Tweet, an interview, a blog, a press release, etc.).
<i>Secondary Reporting</i>	Turning a piece of news into fresh content by taking a new perspective on it.
<i>Spin</i>	The angle, variation, or perspective that you take on a particular news topic.