This Just In... You Can Plan For Breaking News

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Before news happens
- What likely is to happen in your market or on your beat?
- Adapt threat modeling to breaking news
  - What are the high-profile institutions and who are the high-profile people?
  - What events could happen based on climate and geography?
  - What events could happen based on infrastructure and population?

What to prepare ahead of time?
- What information might you want at your fingertips?
- Sources. Who should you know and develop rapport with?
- Given your role, what are your first reads of a situation?
- What roles need to be filled first to get a handle on the news?
  - Understanding what the situation looks like and what resources you will need
  - Shot caller or someone to maintain a 10,000 foot view of things.
- How to anticipate/prepare so you can deploy staff quickly

In the moment
- Best practices for mining social media and verifying what you find
- What story forms and strategies work best on developing or breaking stories?
- How will we share information with the newsroom?
- Transparency with the audience - why we’re reporting a fact and what we don’t know
- How to boost your coverage in search and social

The second day
- Keeping the team fresh and rested
- Tracking threads and follow-ups
- How does the newsroom remain agile after the plan is in place?
• How do we move from what is happening to a why it matters approach?
• Catering to what an audience wants to know

**What we don’t know after the obvious nuts and bolts**
• What data might be available?
• How easily is it accessed?
• Is it in a form I can understand and analyze?
• How fast can I understand and analyze it?
• What value could it provide to our coverage?
• Where do I go?
• Find relationships; put event into context.
• Be prepared—know what you should have before news breaks

**3 levels**
• What can you find online—immediately
• What can you get from public documents—where do you need to go get it
• Is there a bigger story we need to look into long term (ask if there is more to the story)

Keep it organized!

**Useful Web Sites**

**Aviation Accidents:**
• FAA registry: [http://registry.FAA.gov/aircraftinquiry/](http://registry.FAA.gov/aircraftinquiry/)
• Track tail numbers: [http://registry.faa.gov/aircraftinquiry/NNum_Inquiry.aspx](http://registry.faa.gov/aircraftinquiry/NNum_Inquiry.aspx)
• FAA Accident & Incident Data: [http://www.faa.gov/data_research/accident_incident/](http://www.faa.gov/data_research/accident_incident/)
• Airport-Data.com: [http://www.airport-data.com/](http://www.airport-data.com/) (ONE STOP search everything from tail numbers, to airports, to serial numbers, etc)
• AirDisaster.com: [http://www.airdisaster.com/](http://www.airdisaster.com/)
• AirSafe.com: http://www.airsafe.com/events/usrecord.htm (plane crashes by airline, most fatalities, by model, crash rates)
• NASA ASRS (Aviation Safety Reporting System): http://asrs.arc.nasa.gov/
• FlightExplorer.com: http://www.flightexplorer.com/ (actual real time flight tracker)
• FlightAware: http://flightaware.com/ (real time flight tracker)
• Air Traffic Controllers Radio Traffic: http://www.liveatc.net/
• Airliners.net: http://www.airliners.net/aircraft-data/ (see any type of aircraft and its specs in the world)
• Plane Finder: http://planefinder.net/
• Airplane photos: http://www.photovault.com/Link/Technology/Aviation/FlightCommercial/AircraftTypes.html
• National Wildlife Strike database: http://wildlife.faa.gov/

Automobile/Trucks:
• FARS-Fatality Analysis Reporting System: http://www.nhtsa.gov/FARS
• Safety and Fitness Electronic Records System (SAFER): http://www.safer/sys.org/ (truck accident statistics)

Others:
• CPSC –Consumer Complaint Database: http://www.saferproducts.gov/
• Roller Coaster database: http://www.rcdb.com/
• SaferParks: http://www.saferparks.org/
• Occupational Safety & Health Administration (OSHA) (data & statistics): http://www.osha.gov/oshstats/index.html
Political Campaign Data:
- ProPublica: http://www.propublica.org/data/
- Center for Responsive Politics: http://www.opensecrets.org/action/data.php
- Congressional Quarterly Political Money Line: www.politicalmoneyline.com
- Maplight.org (tracking money in politics & issues): http://maplight.org/

US Court System:
- PACER: http://pacer.psc.uscourts.gov/psco/cgi-bin/links.pl
- Cornell US Supreme Court Decisions: http://www.law.cornell.edu/

Federal Spending:
- USA Spending.gov: http://www.usaspending.gov/
- Federal Spending.org: http://www.fedspending.org/
- Office of Management and Budget (OMB) Watch: http://www.ombwatch.org/
- Project on Government Oversight (POGO): http://www.pogo.org/
- Federal Procurement Data (gold mine): https://www.fpds.gov/fpdsng_cms/in
- Federal Audit Clearinghouse: https://harvester.census.gov/facweb/default.aspx/

More Federal Sites:
- FedStats: http://fedstats.sites.usa.gov/
- US Census Bureau: http://www.census.gov/
- Data.gov: http://www.data.gov/
- Federal Inspectors General: https://www.ignet.gov/content/inspectors-general-directory

Crime/Punishment:
  (the big picture statistics not individual crime reports)
• California Dept. of Corrections (searchable): http://www.cdcr.ca.gov/Prisons/index.html
• Florida Dept. of Corrections(searchable): http://www.dc.state.fl.us/

Business Records and Non-Profits:
• CorporatationWiki: http://www.corporationwiki.com/
• GuideStar: http://www.guidestar.org/ (non-profits, look up 990’s)
• Charity Navigator: http://www.charitynavigator.org/
• National Better Business Bureau: http://give.org/

Natural Disasters
Hurricanes:
• National Hurricane Center: http://www.nhc.noaa.gov/
• Weather Underground: http://www.wunderground.com/
• Storm Pulse: http://www.stormpulse.com/

Earthquakes:
• Online Earthquake Catalog Stats: http://earthquake.usgs.gov/earthquakes/search/

Wildfire:
• US Forest Service Fire & Aviation Management: http://www.fs.fed.us/fire/
• US Forest Service Active Fire Map: http://activefiremaps.fs.fed.us/
• Every morning the National Interagency Fire Center puts out its Incident Management Situation Report. It’s a 10,000 foot view of fires burning in the U.S. and rates preparedness on a scale of 1 to 5. It’s at this link: https://www.nifc.gov/nicc/sitreprt.pdf
• USGS ArcGIS server: https://wildfire.cr.usgs.gov/arcgis/rest/services

Debris Flow/Mudsslides
• For mudslide risk maps, go here:  
  https://landslides.usgs.gov/hazards/postfire_debrisflow/

Precipitation data
• 5-day precipitation forecast shapefiles (you want the last .tar file which looks something like QPF120hr_day1-5_latest.tar):  
  ftp://ftp.hpc.ncep.noaa.gov/shapefiles/qpf/5day/
• Observed precipitation data (you want it as geotiff with the date and range selected. Getting it to work in QGIS takes a little more work, but they have a guide if you scroll down on how to do it):  
  https://water.weather.gov/precip/download.php
• Storm predictions:  http://www.spc.noaa.gov/climo/online/
• FEMA ArcGIS server: https://gis.fema.gov/arcgis/rest/services

City and School Employee Databases
• Get list from each jurisdictions in your area
• Ask for first/middle/last names, salaries, date of hire
• Ask for department, position, age, home address, and gender
• Get data in spreadsheet form
• This can help you confirm details about an employee when news breaks (or in general backgrounding) when many times PIOs refuse to confirm a person's employment
• Have to get this ahead of time, but a great tool to have at your disposal for breaking news and long term projects.
• Geofeedia.com
• Great new website that helps you locate pictures, video, and other types of media around a particular location
• You pick the location, then posts will appear and you can individually view them. Makes it easy to find pics & video of a scene, plus contact witnesses
• This site is new, but free to journalists. They should be able to verify your credentials within a day, but better to sign up before you need it

Images.Google.com
• Not only can you use Google to look for images once you've started a regular Google search, you can also do a reverse image search
• When on the Google image website, just click on the camera icon & upload your own pic. Then Google will scan the web for other sites that the image appears on
• This can help you confirm a person's identity, see if their Facebook pic appears on other websites, or find out if a picture is fake or ripped off of another website

OpenStatusSearch.com
• Who needs to be Facebook friends when you have this website?
• When breaking news happens, use OpenStatusSearch.com to see what people are saying about an incident, person, or subject matter
• Can be used to find victims, witnesses, neighbors, etc. Just click the person's name and send them a Facebook message or use your favorite phone number finder to locate their info

People Finders
• Spokeo
• ZabaSearch
• SkipEase
• Intelius
• http://www.familytreenow.com/

Social media searches:
• Facebook graph search: http://www.graph.tips/
• Facebook advanced search: https://searchisback.com/
• YouTube search by location: http://www.geosearchtool.com/
• Social search by username: http://knowem.com/
• When searching twitter, cut through the clutter by using key words in your search like “I” “we” “our”, cuts out the news tweets and retweets)

Private Companies
• If it's a private company, check review websites
• BBB (what's the rating like, have there been recent complaints, will the BBB connect you with consumers?)
• Your state's Attorney General and Secretary of State
• Yelp, CitySearch, Yahoo

Web Archive (formerly Wayback Machine)
• Sometimes right after a breaking news event a company or person will pull down its website. Use a search engine's "Cache" function to pull up old versions of the page
• Check out http://archive.org/index.php for what used to be called the Wayback Machine to also get access to archived webpages
• This is also helpful to check for longer term investigations if you're trying to see what a company used to advertise, get old phone numbers, etc.

Other good tools:
• New white pages by family: http://www.familytreenow.com/