News in REAL TIME
Meet Your Panel

- Tom Brew, BreakingNews
- Julie Westfall, LA Times
- Jim McClure, York Daily Record
- Sachin Kamdar, Parse.ly
- Mandy Jenkins, Storyful
BreakingNews

Case Study: MH 370

March 8, 2014
Who are BreakingNews?

- Internal mobile start-up owned by NBC.
- We source everyone; we've got editors in London, NY & Seattle.
- A web site, a twitter acct but, mostly, an app.
- Alerts: 1) big stories 2) followed stories 3) nearby stories and 4) emerging stories.
How We Work

- NBC News internal news & wire feeds
- Twitter lists
- Social media tools
- Tipping partners (+/- 400)
- The phone
MH 370

AIR TRAVEL

Editor's note: FlightAware.com says "results unknown" in status section on Malaysia Airlines flight MH370. - Stephanie
read more on flightaware.com

AIR TRAVEL

Editor's note: Malaysia Airlines says flight MH370 is carrying a total number of 227 passengers, including 2 infants, and 12 crew members. - Stephanie
read more on facebook.com

BEIJING, BEIJING, CHINA

More: Malaysia Airlines says flight MH370 from Kuala Lumpur to Beijing lost contact with air traffic control - statement
read more on facebook.com

AIR TRAVEL

Malaysia Airlines says it 'has lost contact' with plane carrying 239 people - @AFP
see original on twitter.com
Photo: Flight board at Beijing airport shows missing Malaysia Airlines flight from Kuala Lumpur - @JohannesHano

see original on t.co

Photo: Police, journalists at Beijing airport, 'but no relatives waiting for passengers' of missing plane - @MalcolmMoore

see original on t.co
Editor's note: On CNN, a Malaysia Airlines official dismissed rumors the missing flight from Kuala Lumpur to Beijing was located. "We don't know" where it is, he said. - Stephanie

Photo: Police at Beijing airport direct journalists, relatives to hotel for information on missing Malaysia Airlines flight. - @MalcolmMoore

Editor's note: Malaysia Airlines is expected to hold a news conference on the missing flight from Kuala Lumpur to Beijing tonight. We'll post the video via NBC News once it's live. - Stephanie

Editor's note: Weather Channel meteorologist Michel Palmer tells NBC News there are no significant weather conditions in the area where missing Malaysia Airlines flight took off in Kuala Lumpur up to Southeast Asia. - Stephanie
Challenges

- Lack of confirmation
- Various government agencies providing information
- Time zone
- False alarms
## California fire updates: Death toll rises to 5 in Butte, Valley fires

**September 17, 2015, 4:31 PM**

<table>
<thead>
<tr>
<th>Valley Fire (as of Friday, 7 a.m.)</th>
<th>Butte Fire (as of Friday, 7 a.m.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>73,700 acres burned</td>
<td>70,760 acres burned</td>
</tr>
<tr>
<td>40% contained</td>
<td>60% contained</td>
</tr>
<tr>
<td>13,000 people displaced</td>
<td>10,000 people initially displaced</td>
</tr>
<tr>
<td>7,473 homes threatened</td>
<td>6,400 structures threatened</td>
</tr>
<tr>
<td>585 homes, hundreds of other buildings destroyed</td>
<td>365 homes, 261 outbuildings destroyed</td>
</tr>
<tr>
<td>4,096 fire workers</td>
<td>4,327 fire workers</td>
</tr>
<tr>
<td>4 injured firefighters</td>
<td>2 confirmed deaths</td>
</tr>
<tr>
<td>3 confirmed deaths</td>
<td></td>
</tr>
</tbody>
</table>

### Case Study: California Wildfires
Fire in Northern California continues to grow, killing 1 and displacing 13,000

Gov. Brown has declared a state of emergency in Lake and Napa counties, where a wildfire has forced residents to flee.
Live updates

Fire officials are warning residents near the Valley fire to be on alert and heed any evacuation orders as they come down.

Cal Fire Director Ken Pimlott said many over the weekend were slow to evacuate, and that firefighters were forced to go door to door to get them to safety.

"We know folks were not heeding evacuation orders to leave," he said. Firefighters found burned-out vehicles on the highway, Pimlott said, an indication of how long some had waited to leave.

"Firefighters have to be careful, but so do people who live in the cabins and homes," Gov. Jerry Brown said. "They have to leave when they get word."

Though cooler temperatures and reduced winds helped firefighters gain traction overnight, Cal Fire spokesman Daniel Berlant cautioned anyone living nearby to be prepared to leave at any moment.

"We are expecting the fire to pick up," Berlant said. "If you live in the general area ... you need to have everything ready to go in case the fire does shift."

-- Christine Mai-Duc and Hailey Branson-Potts

California fire updates: Death toll rises to 5 in Butte, Valley fires

SEPTEMBER 17, 2015, 4:31 PM

Valley fire (as of Friday, 7 a.m.)
- 73,700 acres burned
- 60% contained
- 13,000 people displaced
- 767 homes threatened
- 581 homes, hundreds of other buildings destroyed
- 1,996 fire workers
- 4 injured firefighters
- 3 confirmed deaths

Butte fire (as of Friday, 7 a.m.)
- 70,760 acres burned
- 56% contained
- 10,000 people initially displaced
- 6,400 structures threatened
- 365 homes, 261 outbuildings destroyed
- 3,307 fire workers
- 8 confirmed deaths


A drive-by yields images of Valley fire’s devastation

Bay Area television station KTVU attached a GoPro camera to one of its news vans as it surveyed the damage wrought by the Valley fire in one Middletown neighborhood.

Driveway after driveway is shown with no homes, just burned-out cars and rubble. A melted trash can stands on what used to be a curb.

Further down the road, a still-white picket fence looks pristine next to the leveled house it once protected.

-- Christine Mai-Duc

Two fires down, 10 to go

L.A Times: L.A. Now
Get information on each of California's wildfires using our interactive map http://latimes.com/2015/09/15/lacity/tomw/la-tn-california-wildfires-0915

So far this week, firefighters have knocked down two of the fires...
YDR.com/York Daily Record

Case Study: Gettysburg 150
June 30, 2013
<table>
<thead>
<tr>
<th>TIME</th>
<th>TASK</th>
<th>WEB</th>
<th>WHAT ELSE?</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 TO 2 A.M.</td>
<td>Check in with mid-shift hot seat person and content dept.</td>
<td>Jump into breaking news updating as needed.</td>
<td>Anything happening or coming up for the evening?</td>
</tr>
<tr>
<td></td>
<td>Assess situation with social media. Engagement seat filled? Posts timed?</td>
<td>Update platforms and time posts as needed. Should tweet from YDR at least every 45 minutes</td>
<td>Remember to monitor FB messages, respond to readers, monitor Twitter mentions</td>
</tr>
<tr>
<td></td>
<td>Check state and national wires against sites for anything that should be posted.</td>
<td>Post wire and cluster stories to all sites when relevant. Email <a href="mailto:breakingnews@ydr.com">breakingnews@ydr.com</a> to give them a heads up.</td>
<td>Keep an eye on wire, especially state news throughout night.</td>
</tr>
<tr>
<td></td>
<td>Check regional media outlets for any stories we should be jumping on and/or aggregate.</td>
<td>Post interstitial articles if it’s something of high immediate interest.</td>
<td>Check on/coordinate staff coverage.</td>
</tr>
<tr>
<td></td>
<td>Keep an ear on the scanner.</td>
<td>If crash, fire, etc. post ASAP, attribute to 911. Socialize FB/T. Direct night reporter and photographer. Also check to make sure the online scanner is working</td>
<td>Coordinate with content editor, take over directing coverage as needed</td>
</tr>
<tr>
<td></td>
<td>Check <a href="http://redlionfire.org">http://redlionfire.org/</a> filter.html</td>
<td>Add links, photos, maps and other layers to stories</td>
<td>Also socialize new content as you see it come in</td>
</tr>
<tr>
<td></td>
<td>Check <a href="http://www.ydr.com/911">http://www.ydr.com/911</a></td>
<td>Ongoing: Check stories on the site, old and new for links and other layers</td>
<td>Non-emergency phone number for 911 is 840-2999</td>
</tr>
</tbody>
</table>
What is Storyful?

Storyful is a social media news agency that combines journalism and technology to discover, verify and distribute eyewitness content to newsrooms of all kinds.
US-OR: @CentralORScan Active shooter Umpqua Community College, Roseburg. Multiple deaths

CentralORScan @CentralORScan
Active shooter Umpqua Community College, Roseburg. Multiple deaths

US-OR: Follow twitter.com/syfluswest/list... Oregon list and we'll alert confirmed information and video asap

US-OR: @Ryan_G_Smith Shooter at Umpqua Community College is said to be down. Scanner traffic apparently lists 10-15 dead & 20 wounded

US-OR: Checking @gordonfriedman OSP confirm 15 dead in #uccshooting. #breaking
US-OR: Students Taken to Hospital as Fatalities Reported in Oregon Shooting (Photos)
As many as 13 are feared dead and 20 injured in a shooting at Umpqua Community College in Oregon, law enforcement...

Published 16:18 1st Oct 2015

US-OR: Reactions To Umpqua Community College Shooting Pour In On Social Media
A unnamed gunman was reportedly in custody after opening fire at Umpqua Community College in Roseburg, Oregon on the...

Published 15:47 1st Oct 2015

US-OR: Shooting at Umpqua Community College in Roseburg, Oregon
Umpqua Community College in Roseburg, Oregon, was in lockdown on October 1, after a reported active shooter on the...

Published 15:06 1st Oct 2015
REUSE INFORMATION

CLEARANCE - CLEARED

The copyright owner for the content in this entry has provided clearance for it to be used in broadcasts and online with credit.

Credit: Twitter/ShaneJansen86

MORE INFORMATION:

DATE
October 01 2015

LOCATION
Sharjah, UAE

SOURCE
Twitter/ShaneJansen86
This is the earliest version of the video available online. The uploader's Twitter, LinkedIn, and Foursquare accounts all place him in the area. When contacted, the uploader confirmed ownership and granted clearance.

Date is corroborated by reports and numerous images on social media.
What is Parse.ly?

Parse.ly partners with digital publishers to provide clear audience insights through an intuitive analytics platform.
A FANTASTIC MORNING
5% more visitors than on average Monday.

TOP POSTS NOW

1. 5 Things You Think Are Helping Your Productivity (But Are Actually Killing It)
   - Author: Andrew Clay
   - Category: Personal Tips
   - Views: 1k
   - Minutes: 2.0 minutes/visitor
   - Visitors: 553

2. Better Quit Talking: Quiet People Might Just Be The Smarter Bunch
   - Author: Lyn Sanders
   - Category: Life
   - Views: 602
   - Minutes: 1.5 minutes/visitor
   - Visitors: 395

3. The Science Behind Clumsiness (And How You Can Cure It)
   - Author: Eric Macklin
   - Category: Health
   - Views: 199
   - Minutes: 0.6 minutes/visitor
   - Visitors: 344

4. The Backfire Effect: How Your Brain is Keeping You Wrong
   - Author: Andrew Clay
   - Category: Motivation
   - Views: 257
   - Minutes: 0.9 minutes/visitor
   - Visitors: 285

   - Author: Andrew Clay
   - Category: Business
   - Views: 257
   - Minutes: 0.9 minutes/visitor
   - Visitors: 279

TOP POSTS TODAY

1. 7 Things To Remember When You’re Having a Bad Day
   - Author: Jeremy Taniff
   - Category: Motivation
   - Views: 50k
   - Minutes: 1.8 minutes/visitor
   - Visitors: 31,262

2. 5 Things You Think Are Helping Your Productivity (But Are Actually Killing It)
   - Author: Andrew Clay
   - Category: Personal Tips
   - Views: 23k
   - Minutes: 1.2 minutes/visitor
   - Visitors: 19,662

   - Author: Andrew Clay
   - Category: Business
   - Views: 52k
   - Minutes: 2.8 minutes/visitor
   - Visitors: 18,713

4. The Backfire Effect: How Your Brain is Keeping You Wrong
   - Author: Andrew Clay
   - Category: Motivation
   - Views: 18k
   - Minutes: 1.2 minutes/visitor
   - Visitors: 15,714

5. 7 Mind Hacks To Being Happier (That Happy People Have Mastered)
   - Author: Jeremy Taniff
   - Category: Motivation
   - Views: 6k
   - Minutes: 0.5 minutes/visitor
   - Visitors: 12,223
Tweet Our Way

@ThomasBrew
@JulieWestfall
@JamesMcClure
@MJenkins
@SachinKamdar
@BreakingNews
@LATimes
@YDRcom
@Storyful
@Parsely