

Jour 3004, Advanced Reporting 2
Second News Reporting Assignment
Due in hard copy, Oct. 4 by 5 p.m. (in Fred's mailbox)

Go to Sedar.com and find the most recent management information circular for one of the top 15 companies on this list (by revenues), or for a company that particularly interests you: <http://business.financialpost.com/features/fp500-the-premier-ranking-for-corporate-canada#1>

Find the executive compensation section of the circular, and look at how the salaries and other compensation of the top executives has changed (or not changed) over the years reported. If the section is missing, try another company. Hint: if the total compensation is not reported, add up the individual elements yourself to get a total for the year. You can use a calculator or enter the figures in Excel and add them up. Appendix A of Digging Deeper explains how, under the heading *basic math*.

Write a 750-word story about the executive compensation in your chosen company. How much money do the top officials make? How does that compare to some of the other largest companies in the above list? Hint: do an online search for the highest paid Canadian executives, then confirm the information in the most recent management information circular for the companies you find. If relevant, how do the salaries compare to median income for Canadian families reported by Statistics Canada?

To give further context to your story, look up the company's most recent full year financial statements. Is the company making money (net income line of income statement/statement of operations)? Losing money? Has the performance improve or become worse?

How is the company's stock price doing? You can look that up at <https://web.tmxmoney.com/getquote.php> This tool will tell you the latest stock price, plus tell you the highest and lowest price seen for the stock in the last year.

You don't have to include all these elements, but you do need to round out the context and background for the story. Find an angle; don't do a data dump. And don't forget to check the most recent annual report so you can say what the company does.

This is an entirely research-driven story. It doesn't require any interviews, but you need to show that you can find the necessary information to tell a basic story about a publicly traded company. The premise is that you are writing the story at the time that the management information circular was released.

At the end of your story, please provide a brief citation (description and URL for online research source; description, location and title for offline material) for each research source.

Marking rubric. Forty-five per cent of the mark for this assignment is based on your research, 45 per cent on writing, grammar, etc and 10 per cent on my professional judgment of the quality of your story.

	Exceeds standards (A- to A+ range)	Meets standards (good work, B- to B+ range)	Minimally acceptable work (C- to C+ range)	Unacceptable (D and below)
Writing, grammar, etc. 45 per cent				
Effective and appropriate lede paragraph	Lead is crisp and clear, takes the reader into the story, is economical with words and precisely states the core point of the story. Goes beyond standards by demonstrating exceptional creativity and craft.	Lead is crisp and clear, takes the reader into the story, is economical with words and precisely states the core point of the story.	Lead may be somewhat wordy and imprecise, may not take the reader into the story causing him or her to abandon the story. The lead may be unclear.	Lead may wordy and imprecise, would not take the reader into the story, causing him or her to abandon the story. The lead is unclear.
Facts backing up the lede.	The lede is backed up with appropriate research-driven facts. The story answers all of the questions raised by the lede.	The lede is backed up with appropriate research-driven facts. The story answers most of the questions raised by the lede.	The lede may not be backed up with appropriate research-driven facts. The story answers some of the questions raised by the lede, but may have noticeable	The lead is not backed up with appropriate research-driven facts. The story fails to answer the questions raised by the lede.

			holes.	
Logical structure, organization and flow, progressing from the lead to the end.	The story is optimally organized, such that the reader is taken from beginning to end smoothly and without hesitation. It is clear that the writer put superior thought and planning into the organization of the story.	The story is well organized, such that the reader is taken from beginning to end relatively smoothly, though there may be minimal flaws in the flow. Thought and organization is apparent.	The story has organizational flaws, such that the reader may hesitate to continue or have difficulty following the logic of the story. There has been some attempt at thought and organization of the material.	The story is nearly impossible to follow and haphazard, and an average reader would be unlikely to follow it through to the end. The story flow is illogical and there it is not apparent that any thought or organization went into the material.
Story focus.	The story is focused on one main idea.	The story is focused, but may wander off the main idea.	The story is poorly focused, and wanders from idea to idea.	The story is an unfocused mess.
CP Style, spelling, grammar and usage.	All CP Style, spelling, grammar and usage is correct.	No more than two errors in CP Style, spelling, grammar and usage.	Two to five errors in CP Style, spelling, grammar and usage.	More than five errors in CP Style, spelling, grammar and usage.
Research 45 per cent				
Appropriate facts	The selection of	The selection of	The selection of	The quotes reflect

and statistics selected from the research to drive the narrative.	research and statistics used in the story is laser focused on the main premise of the story, and leaves no questions unanswered. Research comes from the sources discussed for the story, as well as other appropriate sources.	research and statistics used in the story is largely focused on the main premise of the story, and leaves few questions unanswered. Research comes mostly from the sources discussed for the story, as well as other appropriate sources.	research and statistics used in the story is partially focused on the main premise of the story, and leaves many questions unanswered. Research often from sources not discussed for the story, or from other, inappropriately chosen sources.	a careless and/or haphazard selection of human sources.
Economy of use of factual information and statistics (i.e. not a “data dump.”	Information selected is necessary to the telling of the story.	Most of the information selected is necessary to the telling of the story.	Some of the information selected is necessary to the telling of the story.	None of the information selected is necessary to the telling of the story.
Accuracy of factual and statistical information derived from research.	All factual information and statistics are accurate and properly-cited.	There may be minor inaccuracy in statistics and factual information, and/or gaps in citations.	Significant inaccuracy in statistics and factual information, and/or gaps in citations.	Information and statistics used are inaccurate and not cited as to source.
Professional judgment. 10 per cent.	The story is outstanding and publishable, in the professional judgment of your instructor.	The story meets classroom standards at this level of study, in the professional judgment of your instructor.	The story falls short of classroom standards at this level of study, in the professional judgment of your instructor.	The story is far below classroom standards at this level of study, in the professional judgment of your instructor.

