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COMA 215, Dr. Wells
Sp. 15

Print and Broadcast Writing Apr 27

INSTRUCTIONS: Use what you have read and what we have discussed this week in class to write a 45-second broadcast story based on the set of facts below. Then, use the same set of facts to write a print version of the story for print and online audiences. These assignments WILL BE GRADED and are due at the end of class today. NO EXCUSES. NO EXCEPTIONS. NO EXTENSIONS.

Print Version:

A near fatal auto accident occurred Thursday around 10 a.m. near Pacific Lutheran University in Parkland, Wash.

Sharon Norse, 30, of Spanaway, Wash., was driving a Honda CRV southbound on Pacific Highway South near the intersection with 121st Street South when her vehicle was struck head-on by a Toyota Camry traveling northbound on the wrong side of the road.

The head-on collision involved a third vehicle, a tractor trailer heading southbound. The driver of the tractor trailer used the vehicle's emergency braking system, or "Jake Brake," in order to avoid rear-ending Norse's vehicle. The rig subsequently jack-knifed into the gas pumps at the AM/PM minimart near the intersection.

"There was nowhere for me go. I hit the brakes as hard as I could and slid into the gas pumps at the AM/PM," said Chuck Jones, driver of the Albertson's tractor trailer.

Several people who were filling up their cars at the gas station, and only had seconds to get out of the way, witnesses said.

"I heard screeching tires, a big crash and then the next thing I saw was a big ball of fire shooting into the air. People were running for their lives," said Elizabeth Jenkins, a sophomore at PLU.

Four fire engines and two medic units were dispatched from Central Pierce Fire and Rescue. The blaze was under control within 30 minutes. No further explosions occurred.

"We were lucky this time," said CPFR Battalion Chief Dan Baumann. "That whole mini-mart could have blown up and taken several homes with it in the process."

All homes and businesses within a ten block radius were evacuated. Pacific Highway South was shut down for more than two hours.

"It could have been much worse," said Pierce County Sheriff's Deputy Ed Troyer. "People living in the area were very fortunate."

The driver of the Toyota Camry was identified as Cory Wilkins, 19, of Tacoma, Wash. Authorities said that open alcoholic beverage containers were found in the vehicle driven by Wilkins, along with a bag of a white powdery substance.

Norse suffered a broken pelvis, cuts and bruises, and was flown to Harborview Medical Center in Seattle, Wash. No other injuries were reported.

Broadcast Version:

Slug: AM/PM EXPLOSION

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Directions:

Script

Anchor

GAS PUMPS WENT UP IN FLAMES THIS MORNING IN PARKLAND.

IT HAPPENED AROUND 10 AM AT AN AM/PM ON PACIFIC HIGHWAY SOUTH NEAR PACIFIC LUTHERAN UNIVERSITY.

A DRIVER OF A HONDA CRV HEADED SOUTHBOUND ON PACIFIC WAS STRUCK HEAD ON BY A DRIVER OF A TOYOTA CAMRY HEADED NORTHBOUND ON THE WRONG SIDE OF THE ROAD.

A TRACTOR TRAILER CARRYING GROCERIES WAS ALSO INVOLVED. THE RIG JACK-KNIFED AND SLAMMED INTO THE GAS PUMPS AT THE MINI-MART NEAR THE INTERSECTION OF PACIFIC AND 121ST.

THE DRIVER OF THE HONDA CRV WAS SERIOUSLY INJURED AND FLOWN TO HARBORVIEW MEDICAL CENTER.

CENTRAL PIERCE FIRE AND RESCUE WAS DISPATCHED TO THE SCENE. THE BLAZE WAS UNDER CONTROL WITHIN 30 MINUTES. NO FATALITIES WERE REPORTED.

PIERCE COUNTY SHERIFFS ARE INVESTING THE ACCIDENT.