

FT Story Playbook: Profile Card Stories

([link to the Republican article](#))

Trump Russia ties (+ Add to myFT)

Republicans heap opprobrium on Trump over Putin defence

President's contradiction of his own national security aides draws reproach



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Compiled by Emiliya Mychasuk and Ben Foldy JULY 17, 2018

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President Trump's defence of Russian President Vladimir Putin drew strong responses across the political spectrum including from top Republicans after he disparaged US law enforcement and intelligence agencies and cast doubt on their conclusions about Russian interference in the 2016 election.



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John McCain, Republican senator from Arizona: "Today's press conference in Helsinki was one of the most disgraceful performances by an American president in memory. The damage inflicted by President Trump's naiveté, egotism, false equivalence, and sympathy for autocrats is difficult to calculate. No prior president has ever abased himself more abjectly before a tyrant."



© AP

Paul Ryan, Republican Speaker of the House: "There is no question that Russia interfered in our election and continues attempts to undermine democracy here and around the world. That is not just the finding of the American intelligence community but also the House Committee on Intelligence. The president must appreciate that Russia is not our ally."



© Reuters

Daniel Coats, Director of National Intelligence: "We have been clear in our assessments of Russian meddling in the 2016 election and their ongoing, pervasive efforts to undermine our democracy, and we will continue to provide unvarnished and objective intelligence in support of our national security."



© EPA

Richard Burr, Republican senator and chairman of the Senate Intelligence Committee, North Carolina: "Vladimir Putin is not our friend and never has been. Nor does he want to be our friend. His regime's actions prove it. We must make clear that the United States will not tolerate hostile Russian activities against us or our allies."



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Lindsey Graham, Republican Senator, South Carolina



© Getty

Marco Rubio, Republican Senator, Florida

Where can I find it?

You can choose the 'Profile Card Story' template when you create a new story in Methode under the World, Companies, Markets and Features baskets.

What is it good for?

- Reactions: multiple points of view reacting to a news event
- Introducing a group (Runners and riders, a new cabinet/board, etc)

What is it not good for?

- It gets to be a bit much if you have more than 10 or 12 cards
- When you don't have pictures of people
- When you want to show change within a group, i.e. a cabinet reshuffle.
- **Reactions:** When the reactions aren't interesting, or the reader doesn't care about who's reacting
- **Riders and runners:** when we don't have anything interesting to say about the candidates

What are good examples we've made in the past? (FT examples)

Republicans heap opprobrium on Trump over Putin defence

Emiliya Mychasuk and Ben Foldy

<https://www.ft.com/content/af78dda2-892a-11e8-bf9e-8771d5404543>

Field for ECB top job widens after Weidmann setback

Jim Brunsten and Mehreen Khan in Brussels and Claire Jones in Frankfurt

<https://www.ft.com/content/97008006-a78c-11e8-926a-7342fe5e173f>

How long does it take to make one of these?

It'll take time find and crop the pictures and assemble the words. Budget 2-3 hours from commission to publication. This means that Profile Card stories are 'lunchtime peak' stories - they're worth doing if we can commission them early in the day to hit the lunchtime peak.

If we miss the lunchtime peak, consider if this is something that would still be of interest if you held it for 5am the next morning.

Detailed Production Guide

Who do I need to talk to

- A reporter/someone to compile the words. Ask for:
 - An introductory paragraph, ideally no more than 100 words
 - Text for each card. Ideally no more than 50 words per card.
- Ask picture desk for:

- A master image for the article
- Pictures of the people on the profile cards, also in master image size.

What do I do

- Create a new story in methode, and choose the “Profile Card Story” template.
- Copy or write in the intro par and text for each card
 - NOTE: If you are using charts instead of images in the cards, be sure to use *mobile versions* of the charts. Otherwise the text will be too small and illegible.
- Find the images made by the picture desk, and drag them into the correct slots. NOTE: You’ll need to have a master image for the story, or else the profile card images won’t line up properly
- If you want to make the images and text “full grid” (as in take up a larger width on the page such as [this story](#) and [this story](#)), turn tags on, and at the top of each layout block, put your cursor next to ‘layout’, the View -> XML -> attribute inspector, and change layout width to ‘full grid’. This will need to be done at the top of each layout component. (Two entries makes up one block).
- Write headline and other web furniture
- Fill out metadata, and run tansa
- Release to web-revise

Headlines

- Try to signal the story format in the headline, i.e.
Who will be Italy’s next prime minister? Meet the frontrunners
 or
‘It’s dumb’: world leaders respond to Trump’s plan for a bigger moon
 or
The runners and riders in the race to be the new UN secretary general

If you run into trouble...

Please talk to Neil Way (____@ft.com), Robin Kwong (____@ft.com), Richard Martin (____@ft.com), or the creative producer on your desk.

LONG HEADLINE (MAX 85 CHARS)

[Long headline]

SHORT HEADLINE (MAX 50 CHARS)

[Short headline]

STANDFIRST (MAX 85 CHARS)

[Standfirst]

STORY PACKAGE HYPERLINK [Story package hyperlink]

MASTER IMAGE



[Insert author]

[Write an introductory paragraph of text here: What context does the reader need to know before they look at the profiles below? Keep this to <100 words if possible.]

[These Profile Card stories are good for either showcasing reactions to an event or introducing readers to a group of people: runners and riders, a new cabinet/board, etc.]

[They work best when you have between 4 to 12 cards. The cards come in rows of two cards each. To remove a row:, use F9 to turn tags on, double-click on 'layout' and hit delete to get rid of an entire row of two cards. It's ok to have an odd number of cards - just leave the last one empty.]

[See here for a good example: <https://www.ft.com/content/a178dda2-892a-11e8-b9e-8771d5404543>]

[Ignore this field]

[Kicker - usually not needed]

[Ignore this field]

[Kicker - usually not needed]



[Insert your profile pics in the web-inline-picture space above. They can be master image-sized - it'll shrink to fit the space.]

[In this space, put in your words for the profile card. It can be as simple as the name of the person followed by their quote (see example below) or something more structured like a bullet-pointed CV]

[Kicker - usually not needed]

