

Reporting and Writing

Introduction and news values

What journalists do...

Questions

Is journalism always the work of salaried/professional journalists?

Is it always published by a recognised media brand?

How would you define journalism?

How would you define a journalist?

What journalists do...

What journalists do...

In no particular order

Inform the public

Find/make the news

Hold power to account

Campaign

Entertain

Seek the truth

Ensure balance

Make/maintain contacts

Tell stories in words, pictures, audio, video, etc...

Sell newspapers

Contribute to profitable company

Defining a journalist

A storyteller

People have always shared fact, gossip, rumour and speculation

Originally by word of mouth, often using classic narratives:

Rags-to-riches

David vs Goliath

Fall from grace

Journalists use technology to reach a global audience with these stories

Defining a journalist

A professional?

Journalists cannot be struck off like lawyers or doctors

But journalism is considered to be a “profession:

Standards are expected

Defined by IPSO, Ofcom etc
Taught by NCTJ, BJTC

A professional crisis post-hacking

Defining a journalist

Paid to write

Salaried reporters

Casual and freelance writers

Photographers

Columnists

Bloggers

Citizen journalists

**Are there different classes of
journalist?**

How new is citizen journalism?



The Zapruder film

1963

The most iconic footage of President Kennedy's assassination

It was taken by bystander Abraham Zapruder on a home camera

He sold it to Life magazine for \$150,000

Also gave two copies to the US government

Was he a citizen journalist?



AM 12:53:30

Rodney King beating

1991

Construction worker beaten by five LAPD officers after high speed chase

Filmed by George Holliday from his apartment balcony on a home camera

Sold to KTLA-TV

Distributed to the world

Was Holliday a citizen journalist?



Homebase fire

2010

Homebase, Aylesford, Kent

Not a world changing event

Videos put directly on YouTube by spectators - had thousands of hits without help of local media

Journalists lost control of the means of publication

Were these spectators citizen journalists?



Boston marathon bombing

2013

@AlexJonesPhoto

Mass casualty incident declared at the end of the Boston Marathon route. Explosion opposite the finish route. Not a drill.

This is how many people will have found out about the Boston bomb.

So, has Twitter made “legacy media” redundant and irrelevant?



Tweeting the news

Ambient news

“Journalism, which was once difficult and expensive to produce, today surrounds us like the air we breathe.”

Alfred Hermida

“I wanted to make something you could slip in and out of. You could pay attention or choose not to be distracted by it...”

Brian Eno

Tweeting the news

A breaking story

@GlobalNewsNetwork

Actor Will Smith has died in a snowboarding accident in the Swiss Alps #breaking

Is the source reliable?

Does it sound authoritative?

Do you believe it?

Tweeting the news

A breaking story

@AP

Breaking: Two Explosions in the White House and Barack Obama is injured

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A breaking story

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Breaking: Two Explosions in the White House and Barack Obama is injured

Is the source reliable?

Does it sound authoritative?

Do you believe it?

This Tweet wiped £90bn from the US stock market (briefly) in 2013, before it was revealed as a hoax.

Tweeting the news

The challenge

Journalism needs to be:

Professional, reliable, balanced, fair,
truthful

But also:

Profitable, entertaining, empowering,
campaigning and *fast*

Who makes a newspaper?

The frontline

Staff reporters

Freelance and casual reporters

Photographers

Columnists

Press agencies

PR agents/officers

Who makes a newspaper?

The newsdesk

News editors

Copy taste raw material

Decides story placement

Guides design

Enforces editor's news agenda

Who makes a newspaper?

The production desk

Production editor

Picture editor

Sub editor

Page planner

Planners design pages

Subs cut copy and write headlines

Picture editors manage photographers
and liaise with other image sources

Who makes a newspaper?

The editor

Overall responsibility for all content

Works with newspaper sales and advertising staff

Makes major decisions but usually delegates day-to-day running to others

Their boss is the **editorial director** who oversees multiple newspapers with a media group

What makes a story?

A nose for news

“The process [...] just appears to be instinctive because a lot of the calculations that go into a story’s strength have been learnt to the point where they are made very rapidly.”

David Randall

The Universal Journalist

News decisions are based on an understanding of your paper’s agenda and its readership.

ONLY 20p

M

The
essential
daily
briefing

FROM

CENTRE for
JOURNALISM

Email: journalism@kent.ac.uk

Facebook: [www.facebook.com/
CentreforJournalism](http://www.facebook.com/CentreforJournalism)

Twitter: @CfJKent

GILLINGHAM

News puff text in here
on three decks

Medway's concise **quality** morning paper

WIN

A night of terror at Fort
Amhurst in Chatham
this Halloween

PAGE 15



Headline in here on three decks please



ONLY 20p

M

The
essential
daily

Medway's concise **quality** morning paper

WIN

A night of terror at Fort
Amhurst in Chatham
this Halloween

PAGE 15



Headline in here

The M

Daily morning newspaper covering Medway, the UK and world news

Go to www.centreforjournalism.co.uk

Module notes > Reporting and Writing I > "TheM.pdf"

News put text in here
on three d

PAGE 3 PROFILE

NAME IN HERE TITLE IN HERE

Questions in Adobe Caslon Pro bold 10pt on 11pt as long as they need to be

Answers in Adobe Caslon Pro regular 9pt on 10pt first paragraph not indented. Don't use quote marks - the format will make it clear that this is the interviewee speaking. Don't worry that you can't get full quotes, just try to get the gist of the answer and turn it into full sentences. Then get practicing your shorthand!

If there's a second paragraph it should be indented by 2mm.

Random words and stuff will fill out a bit of space here to give an idea of what the finished story will look like.

Questions in Adobe Caslon Pro bold 10pt on 11pt as long as they need to be

Answers in Adobe Caslon Pro regular 9pt on 10pt first paragraph not indented. Don't use quote marks - the format will make it clear that this is the interviewee speaking. Don't worry that you can't get full quotes, just try to get the gist of the answer and turn it into full sentences. Then get practicing your shorthand!



Letter from the Editor



Anne Interviewer

This column would normally set the tone of the newspaper and give the editor's view on a key story or issue of the day.

In most newspapers, page 3 has special significance. After the front page, it is the next most important news page. It is the first thing a reader sees after they open the paper.

For that reason, it is usually used as a "dress up" page. It will be dominated by one story which will generally have a striking image or graphic, will be attractively designed, and may include an element of fun, mystery or fascination. Ironically, the opposite of a "dress up" page can be found on The Sun's page 3... but that's another story.

The i has its news matrix on pages 2 and 3, but does not limit the content to newsy nibs. Page 3 often includes a Q&A interview with a strong image, based around a relevant celebrity, artist

Page three

Often a "dress up" page with visual impact

Not always hard news

This paper has a Q&A interview feature

LABEL

Headline in here on two decks in bold please

By Name in here
ROLE IN CAPS

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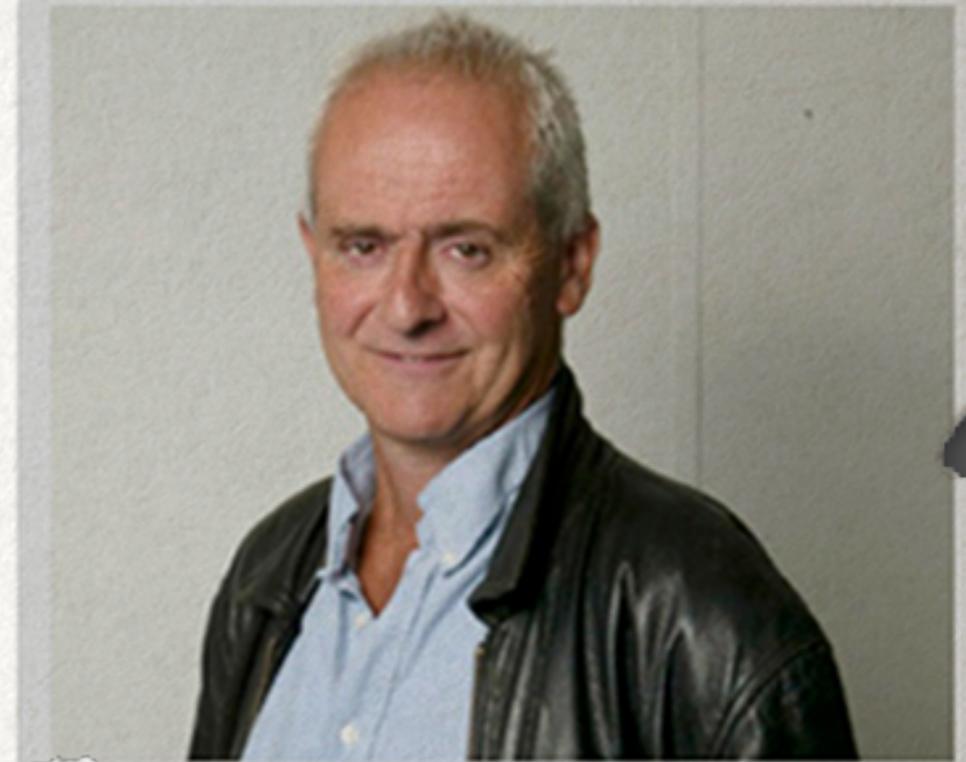
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CASE STUDY NAME IN HERE



Pages four and six

Standard news pages

Page leads are the “strongest” stories

Downpagers have lower news value



Two line header

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Page five

Right hand pages have more visual impact

Stronger stories on right hand side

Template demands a story with a strong picture

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Factfile headline on one

A brief factfile or sidebar related to the main feature can go in here.

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The Opinion Matrix



Page seven

- Feature page with vox pop
- Engages readers in timely or controversial issues
- Not a poll - just a snapshot of opinion

Name, age, sex, speaker

News values

Copy tasting

Reporters have sent you 200 word summaries of 10 stories

You're a news editor, in charge of this newspaper

Decide how these stories should be used to fill pages 4, 5, 6, and 7

Note: Your reporters will cut or add to their stories as appropriate to comply with your decisions

News values

Ranking the news

Power	America > Britain
Magnitude	Big > small
Relevance	Brits killed > Italians
Bad news	£wasted > £saved
Novelty	New, original, unusual
Celebrity	Moves in fads
Good news	Charity, survival
Pet issues	Politics, campaigns etc

From Tony Harcup's Journalism
Principles and Practice

...Deaths by th... in Syria

BY JASON BEATTIE Political Editor
THE masked jihadi who beheaded US journalist James Foley was last night said to be a Brit called John.

The killer, from the Islamic State terror group, is one of three UK-born militants in Syria dubbed The Beatles, one of their former captives revealed last night.

James, 40, was filmed being murdered and experts said the killer's accent was from East London. PM David Cameron said: "It looks increasingly likely it is a British citizen. It is deeply shocking."

FULL STORY: PAGES 4&5

CHILLING Killer holds knife over James in video of sick murder

JOHN THE EXECUTIONER

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JOHN

Pictures

Can be crucial to deciding front page stories and page leads
Some stories will be dropped if the right pic is not available
All papers want a strong pic on the front



Obama
batters
Bam in
first
debate

DIRECT
MITT!

FULL COVERAGE:
PAGES 4, 5, 6 & 7

Getty Images



Like an advert...

Front pages use:

Strong images

Big fonts

Logos

Celebrities

Catchphrases

Minimal text (in mass market)

Your newspaper

Front page

In the module notes, download frontpage.indd and open it

This is an InDesign template

Look at the four stories you chose as page leads earlier. Which one should lead the newspaper?

Write a headline and three one-line sentences to convince readers to buy your edition