



Reporting

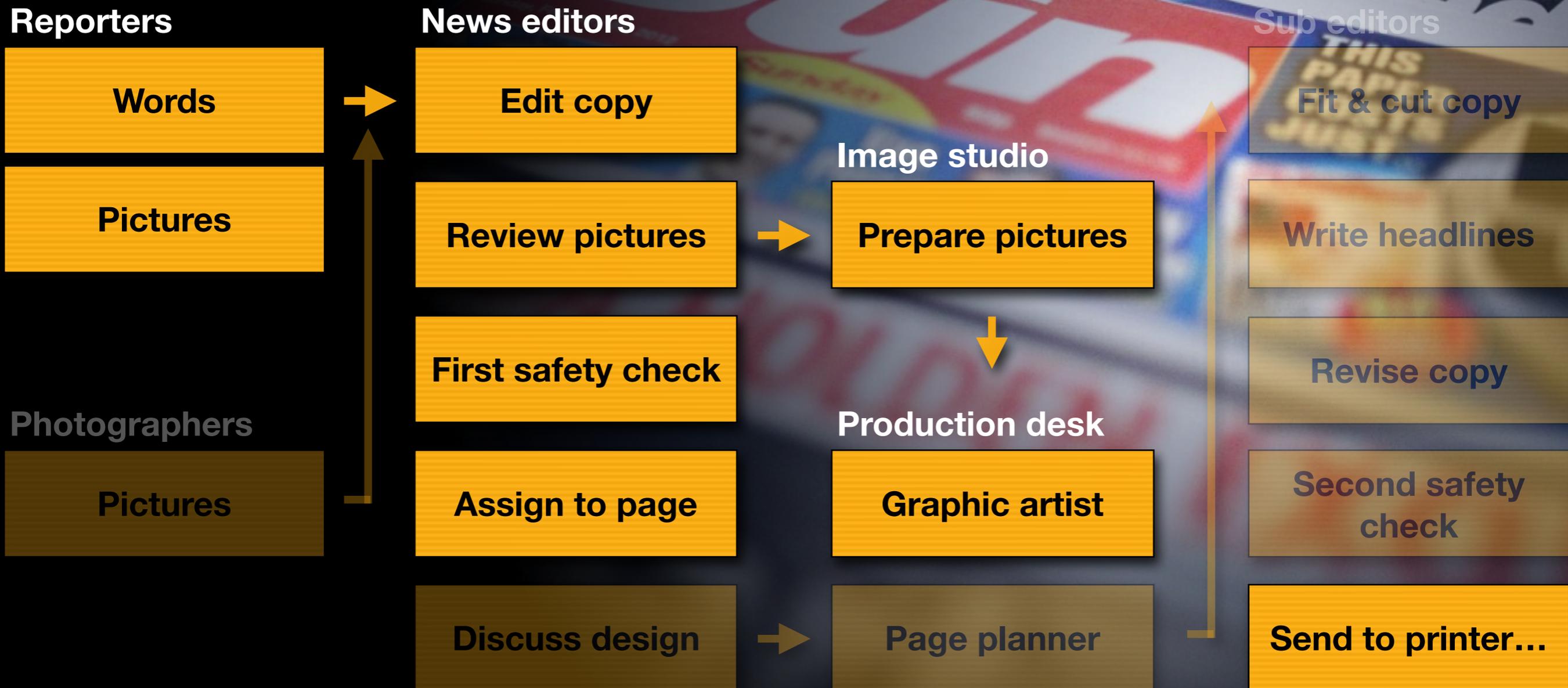
Making the news

- Newsroom structure
- Who is a reporter?
- Typical duties
- Making news judgements

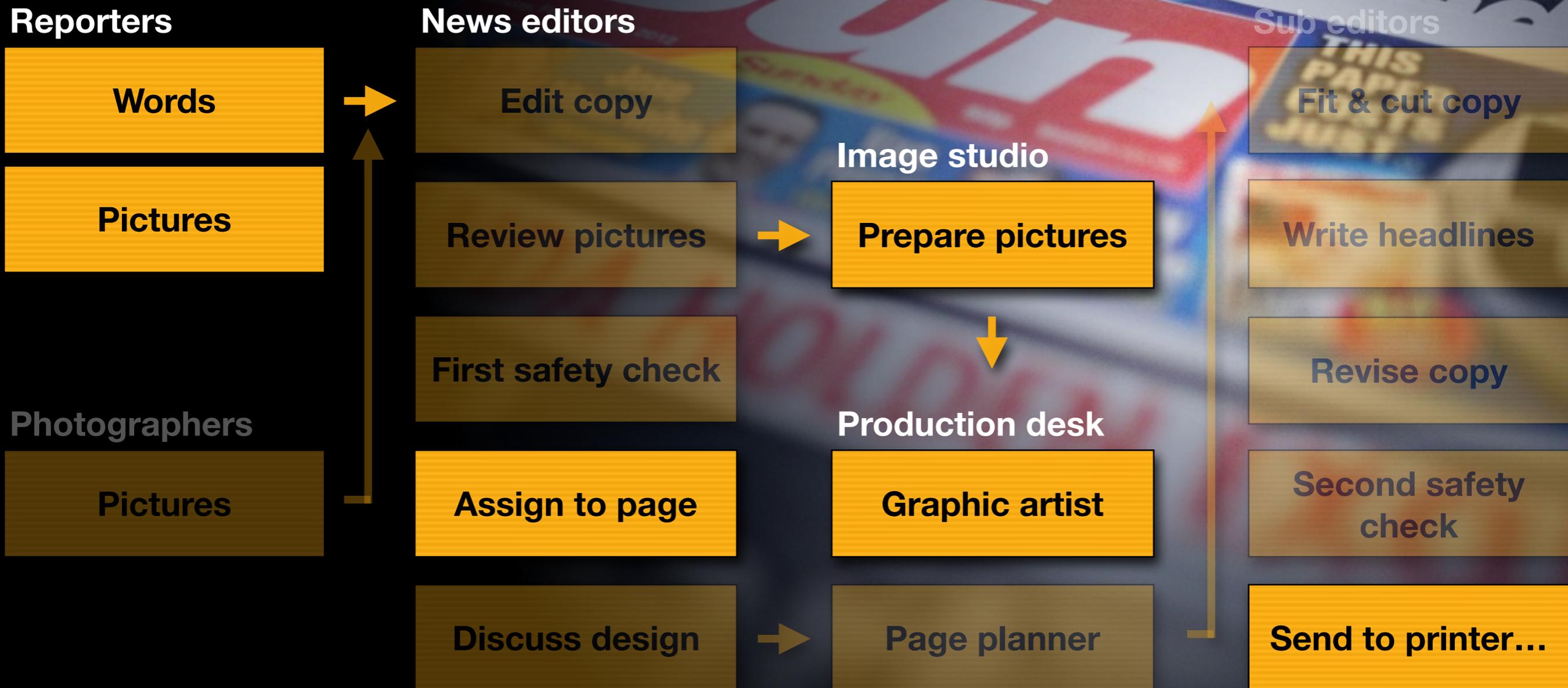
Who makes the news?



- Two major pressures on this structure:
 - Loss of advertising revenue to the web
 - Loss of ad revenue because of recession
- Many newspapers have “streamlined” the editorial process...



- In some cases, papers work entirely from template designs with no need for a traditional subs desk
- Reporters write directly on the page
- Some stories published without a second person looking at them...



Who makes the news...

- The raw material of news has always been collected from multiple sources
- With smaller budgets, the use of freelancers, agencies and photographers has reduced...
- Many smaller news agencies have disappeared
- In their place, newspapers rely increasingly on submitted material
- Much of it from the PR industry
- Some from readers
- Some regurgitated from rival newspapers

Words	Images
Staff reporters	Staff photogs
Freelance reporters	Freelance photogs
Columnists	Reporters
News agencies	The public
Internet	News agencies
Rival newspapers	The internet
Corporate PR	Corporate PR
Public authority PR	Public authority PR
The public	

Defining “the reporter”

- A detective
- A truth-seeker
- A storyteller

- A curator
- A content harvester
- A conduit

A role in crisis?

- These phrases come from a letter written by Local World chief exec David Montgomery in 2013
- He describes a future in which reporters merely edit and publish third party content
- Supplied direct by the police, NHS, councils, etc
- It was a deliberately provocative idea... but not beyond possibility



Defining “the reporter”

- Additional confusion caused by the web
- Changing our perception of who/what is a journalist
 - On social media
 - Hyperlocal websites
 - Campaign/charity pages
 - Not for profit organisations (e.g. ProPublica in America)
 - Companies/organisations publishing directly to an audience
 - The “former audience” talking to each other and sharing information

Defining “the reporter”

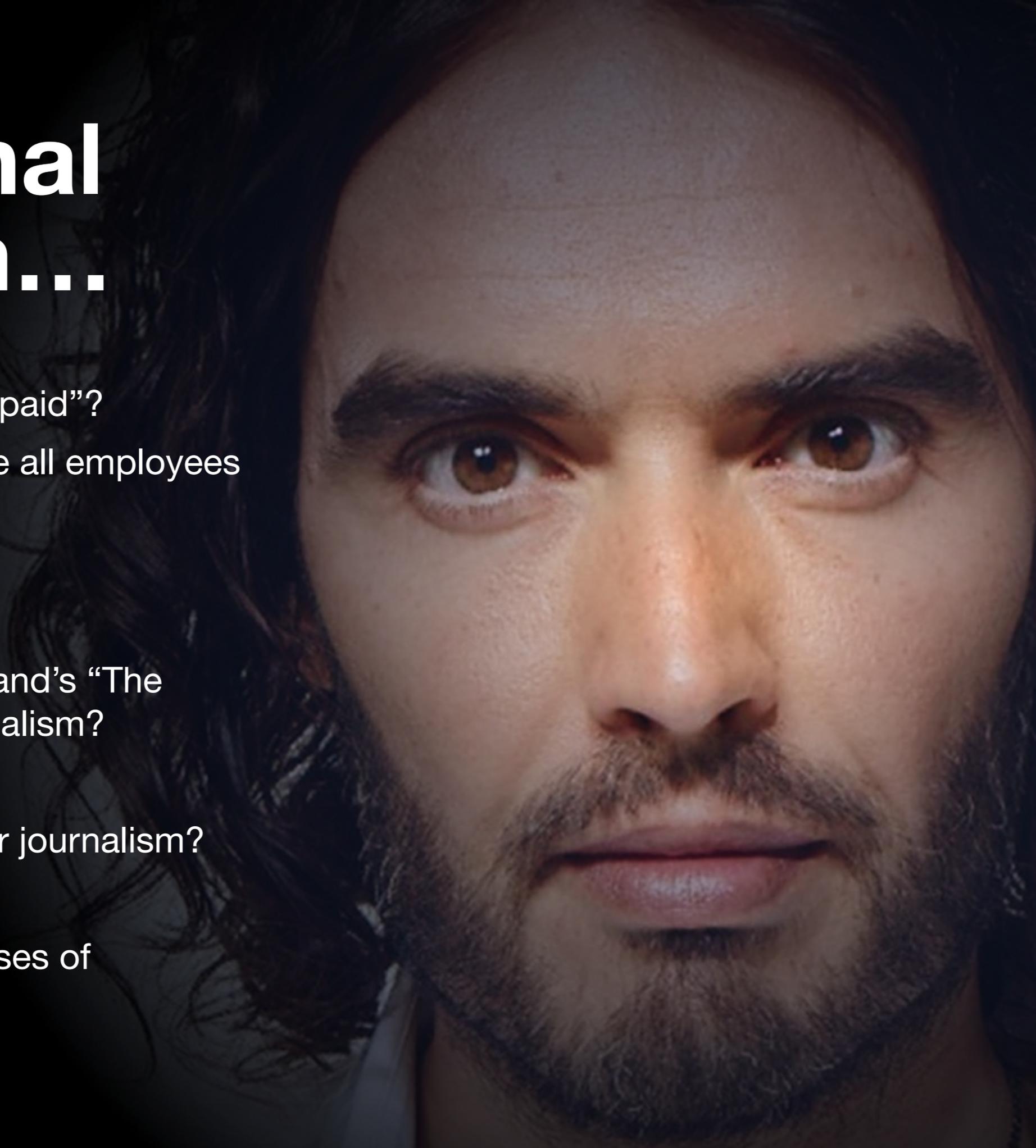
- There’s no licensing system or rigid entry qualifications, like medicine or law
- Journalists can’t be struck off
- But often considered “professionals”

- Standards defined by:
 - Independent Press Standards Organisation (IPSO)
 - Ofcom (for broadcasters)
 - NCTJ
 - Pressure groups (e.g. Hacked Off or the Media Standards Trust)
 - National Union of Journalists

Professional journalism...

- Does “professional” mean “paid”?
- At one time, journalists were all employees of media companies
- But is that still true?

- Do you consider Russell Brand’s “The Trews” to be a form of journalism?
- Can citizens be journalists?
- Is Twitter a valid platform for journalism?
- Is it trustworthy?
- Are there now different classes of journalist?



A working definition...

- Informing the public
- Holding power to account
- Ensuring balance in public debate
- Seeking the truth
- Campaigning for fairness

While being...

- Entertaining
- Empowering
- Profitable
- Fast

The duties of a modern reporter

Finding stories

Updating stories

Follow-ups

Diary stories

Promoting stories on social media

Taking pictures

Briefing snappers

Updating pic diary

Briefing graphics

Curating user content

Being in the office

Answering phones

Covering a patch

Attending events

Judging news value

Judging news value...

- Most decisions on story treatment and placement are made by **news editors**
- The big decisions - including the front page - are made with the **editor**
- But in practice, reporters are constantly making editorial judgements. We decide:
 - Which stories are worth pursuing
 - Which interviews to carry out
 - Which stories to pitch to the newsdesk
- Therefore, we must understand why some stories are **better** than others...



Top trumps...

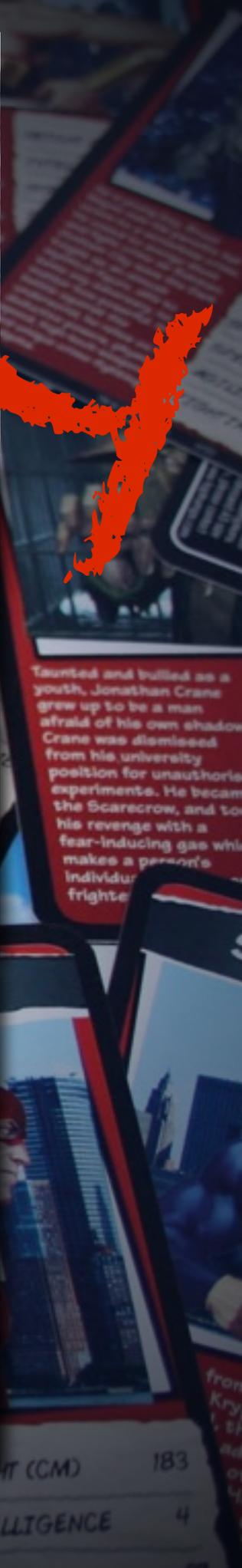


Power	Wealth, authority, influence, the elite
Relevance	The closer to your audience, the better
Magnitude	The scale of impact, big numbers
Bad news	Usually outweighs the good
Celebrity	Has its own power structure (as above)
Novelty	The more unusual, the better
Pet issues	Issues distinctive to your publication
Good news	Triumphs over adversity, etc

He's the UK Prime Minister	100
We elected him...	100
It's a bloody pig	100
...was for the pig...	100
...again, he's the Prime Minister	100
Again, it was a bloody pig	100
Pigs are pets, aren't they?	100
It was for Jeremy Corbyn...	100

STOP

EVER



The Daily Telegraph

Daily Mail

Power	He's the UK Prime Minister	100	He's the UK Prime Minister	100
Relevance	Paper is supportive of Cameron & the Tories	50	Paper is Tory but wary of EU policy under Cam	100
Magnitude	Story potentially damaging (not good)	30	Story potentially damaging (good)	90
Bad news	Story potentially damaging (not good)	30	Story potentially damaging (good)	90
Celebrity	It's Cameron	100	It's Cameron	100
Novelty	Lurid story - not the usual DT style, though	30	Lurid story (and an exclusive)	100
Pet issues	Tory support is unwavering	10	Loyalty is to the right (not Cameron)	100
Good news	No - damages Tories	10	Mail can take moral high ground	70

Judging news value...

- We don't actually sit in the newsroom rating stories out of 100
- But these factors **do** influence every editorial decision
- (Even if sometimes the decisions are made without obvious discussion/thought)
- There's one additional factor which is missing from Harcup's list.
- It is sometimes the single biggest factor when deciding on a story for the front page...
- Any ideas?



Pictures

- Can make or break a story
- The right picture can make or break a splash...
- **E.g.** if someone has died suddenly in an accident, a recent picture of them (or “the last picture ever taken...”) can sometimes be enough to earn a front page slot.
- Without the pic the story might run much further back... with a lot less space



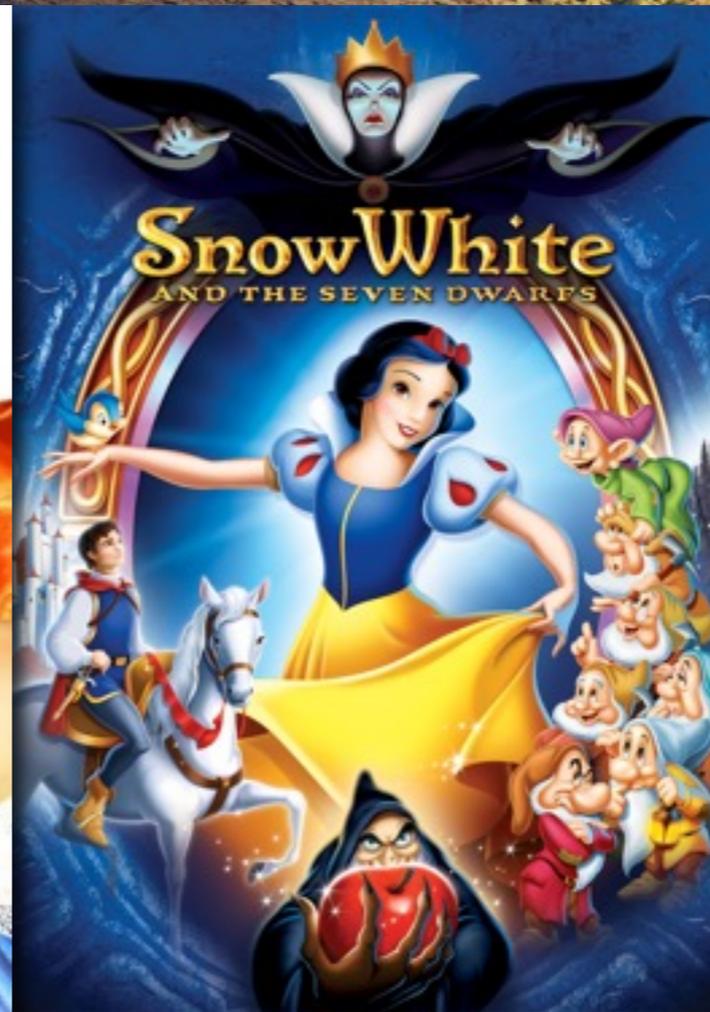
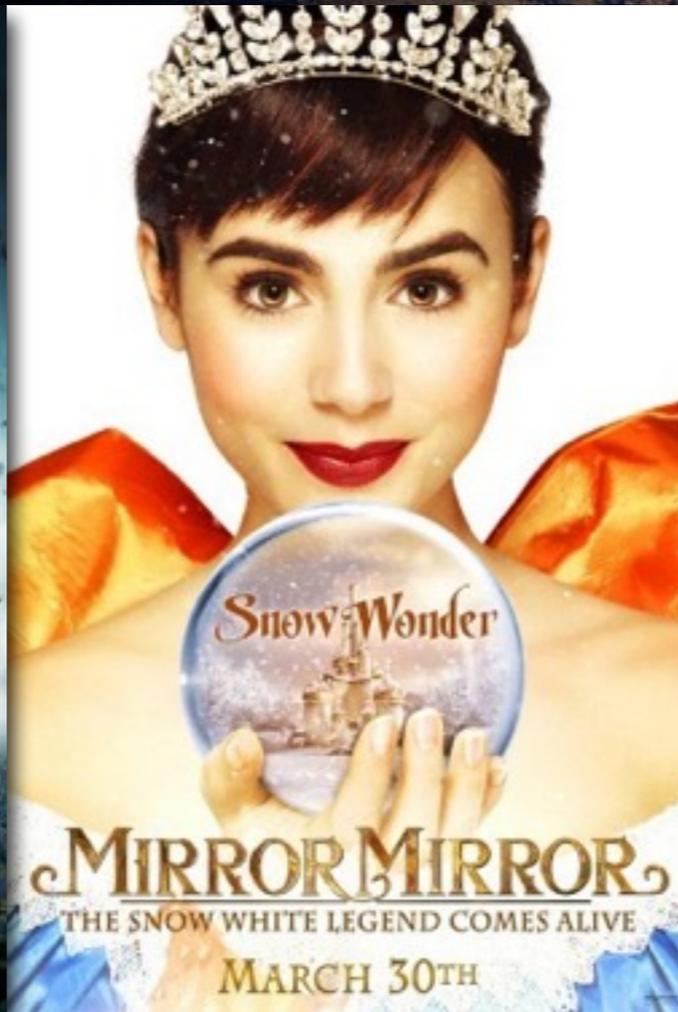
A narrative perspective

A photograph of the Hollywood sign on a hillside. The sign is made of large, white, three-dimensional letters. The hillside is covered in dry, brownish vegetation and some green trees. In the background, there are some structures and antennas on the hilltop under a clear blue sky.

- We are storytellers
- That means we are looking for **compelling** and **engaging** narratives
- Harcup's approach helps us to value the **details** of a story
- But we also need to think about how our **angle** and **approach** to telling the story will engage our readers

A narrative perspective

- Which is the best story...?
- (And why?)



A narrative perspective

- Overcoming the monster
- Rags to riches
- The quest
- Voyage and return
- Comedy
- Tragedy
- Rebirth

Christopher Brooker (2004)

One variation of the idea that there are seven basic plots that are endlessly recycled

The background of the slide is a photograph of the Hollywood sign on a hillside. The sign is white and stands out against the brownish-green vegetation of the hill. The sky is a clear, deep blue. In the foreground, there are more green trees and bushes, partially obscuring the lower part of the hill. The overall scene is a classic view of the Hollywood sign from a distance.

HOLLYWOOD

A narrative perspective

The background of the slide is a photograph of the Hollywood sign on a hillside. The sign is white and set against a clear blue sky. The hillside is covered in dry, brownish vegetation and some green trees. In the distance, there are some structures and antennas on the hilltop.

- It's a reporter's job to find a strong, distinctive angle for their stories:
 - “A plane crashed in Medway last night” is a **fact** but it lacks any human drama
 - “An off duty firefighters has been hailed a hero after he pulled six people out of the burning wreckage of a plane in Medway last night” is a **story**
- In many cases, the approach will again depend on the **readership** and **aims** of the publication...

A narrative perspective

- For the Guardian, Corbyn's election was a **rebirth** for the Labour Party
- Why would it take this approach?

Jeremy Corbyn is the new leader of the Labour Party in the UK after winning over the party's grassroots with his anti-austerity politics and straight-talking manner that will steer the party sharply to the left.

theguardian

A narrative perspective

- For the Mail, Corbyn's election was more like the spawning of a monster...
- Why would it take this approach?

Jeremy Corbyn's election as Labour leader was branded a "f***ing disaster" by senior members of his own party. Modernisers who hoped to find a candidate who can take on the Tories are utterly dismayed at being led by the Marxist throwback who opposes austerity, the monarchy and Britain's membership of Nato.

The Daily Mail

A narrative perspective

- This narrative will feed into the final treatment of the story
 - The headline
 - The placement
 - Picture selection (where appropriate)
- Note how the Mail combined two “monsters” here... Corbyn & the unions

Daily Mail **FREE**
MONDAY, SEPTEMBER 14, 2015 www.dailymail.co.uk 60p



Pashmina scarf FOR EVERY READER! DETAILS PAGE 42
£19.95 in the shops!
Postage payable. While stocks last. Tickets collect. Terms apply.

As Labour plunges into bitter civil war

CORBYN UNION PALS PLEDGE STRIKE CHAOS

By Jason Groves and Daniel Martin

JEREMY Corbyn's union allies last night threatened strikes and civil unrest to topple the Government and install him in Downing Street.

Emboldened by his dramatic election as Labour leader, militant chiefs warned they were ready to break the law to bring down the Tories.

Mark Serwotka, of the Public and Commercial Services Union, hailed Mr Corbyn's "historic" victory on the back of an anti-austerity campaign. "If Jeremy wants to win on those policies he absolutely needs a mass vibrant movement in the country," he said.

"He needs the six and a half million union members to ensure we have that vibrant campaign through strikes, demonstrations, local campaigns, occupations and everything else. It is brilliant we will have a voice in Parliament saying these things, but we have now got to back that up on the streets.

"We have the ability to stop austerity in its tracks, to topple this government and to ensure we get a fairer society."

The strident threat came as:

- Senior shadow cabinet members including Yvette Cooper quit in protest at their new leader's hard-left agenda;
- Deputy leader Tom Watson warned Mr Corbyn to drop some of his extreme foreign

Turn to Page 2

KATE POPS OUT... WITH A NEW HAIRDO!

PAGE 15



Jailed Marine: Clamour for justice mounts

DEMANDS were growing last night for the conviction of jailed Royal Marine Alexander Blackman to be re-examined urgently.

Senior MPs joined calls from thousands of Daily Mail readers that Sgt Blackman's life sentence for killing an injured Taliban fighter should be reviewed.

The veteran Marine was jailed for murder in 2013 after shooting a mortally-wounded Afghan insurgent in a "moment of madness" after some of his comrades were blown up by the Taliban.

Last week, the Mail revealed how crucial evidence that could have led to a manslaughter charge was deliberately withheld from his court martial.

Military chiefs are also accused of applying "considerable pressure" on the jury of seven Navy and Marine officers to convict. But just five of the seven decided he was guilty - too few to uphold a conviction in a civil court.

MP Gerald Howarth, who was a defence minister from 2010 to 2012, said last night: "Considering some of the evidence in the Daily Mail coverage, I do think it should be looked at again."

Former cabinet minister Lord Hain added: "Those finding him guilty were perhaps lacking in their understanding of the pressure of the mission in which he had been engaged. I think it would be appropriate to refer the case to the Criminal Cases Review Commission."

SEE PAGE FIVE

A front page decision...

- You're going to choose a story to lead an evening newspaper for tonight
- It's going to be based on *The i*

40p

NATIONAL NEWSPAPER OF THE YEAR

In sport **Lancaster puts it on the line** **Tottenham vs Arsenal**
Plus all the League Cup action

PLUS Scots bring Japan back to earth

Car safety 'cover-up'

» Motor industry hid report that found flaws in US models
» Lives put at risk to preserve trade deal, say campaigners

COMMENT
Matthew Syed
on how we must learn from our mistakes
P13

HEALTH
Alzheimer's UK official
'tried to sabotage report'
P4

TECHNOLOGY
A giant step! Paralyzed man walks again
P5

FEATURES
Turn your life around
by Elizabeth Gilbert
P26

THURSDAY
24 SEPTEMBER 2015
Number 1507
i@independent.co.uk
Twitter: @thepaper
facebook.com/thepaper

INSIDE 20 PUZZLES EVERYDAY **P43** | TVGUIDE **P23** | SIMON KELNER

A front page decision...

Headlines simple & clear. No puns!

These subdecks expand on the headline with key story details

You will also be choosing a picture to go with your splash (from Google)



A front page decision...

- Go to www.centreforjournalism.co.uk
- Sign in
- Module Notes
- MA Reporting
- Week 1
- Download “Page one.indd”
- It’s an InDesign file
- (It might not save properly)
- Open it...

Kent's only concise **quality** evening newspaper



The essential daily briefing
FROM CENTRE for JOURNALISM



News puff in here on up to six decks in Rockwell Bold please fnfnfnfnfnfn



News puff in here on up to six decks in Rockwell Bold please fnfnfnfnfnfn

Headline in here on three decks



- Highlight and replace this text with single line
- Highlight and replace this text with single line
- Highlight and replace this text with single line

SPORT
FOOTBALL
Plug for top football story in here on up to five decks please



Formula One
Subhead
Plug for another sport story in here on four lines please



0 123456 789012

A front page decision...

- Now open Safari and go to:
- <http://www.mediapoint.press.net>
- Login: student2015
- Password: student2015

- This is the Press Association newswire
- The main page is a feed of all new stories
- Click on “News schedule” for a list of top stories, updated regularly

Kent's only concise **quality** evening newspaper



The essential daily briefing
FROM CENTRE for JOURNALISM



News puff in here on up to six decks in Rockwell Bold please fnfnfnfnfnfn



News puff in here on up to six decks in Rockwell Bold please fnfnfnfnfnfn

Headline in here on three decks



- Highlight and replace this text with single line
- Highlight and replace this text with single line
- Highlight and replace this text with single line

SPORT
FOOTBALL
Plug for top football story in here on up to five decks please



Formula One
Subhead
Plug for another sport story in here on four lines please



0 123456 789012

A front page decision...

- Your challenge:
- Use your understanding of *The i's* readership and its editorial agenda to pick a lead story
- Think about how to frame that story so that it will have maximum appeal
- Write a headline to fill the space on p1
- And write three subdecks that expand on and explain the story
- Be ready to explain your decisions!

Kent's only concise **quality** evening newspaper



The essential daily briefing
FROM CENTRE for JOURNALISM



News puff in here on up to six decks in Rockwell Bold please fnfnfnfnfnfn



News puff in here on up to six decks in Rockwell Bold please fnfnfnfnfnfn

Headline in here on three decks



- Highlight and replace this text with single line
- Highlight and replace this text with single line
- Highlight and replace this text with single line

SPORT
FOOTBALL
Plug for top football story in here on up to five decks please



Formula One
Subhead
Plug for another sport story in here on four lines please

