

JOURNALISM 101

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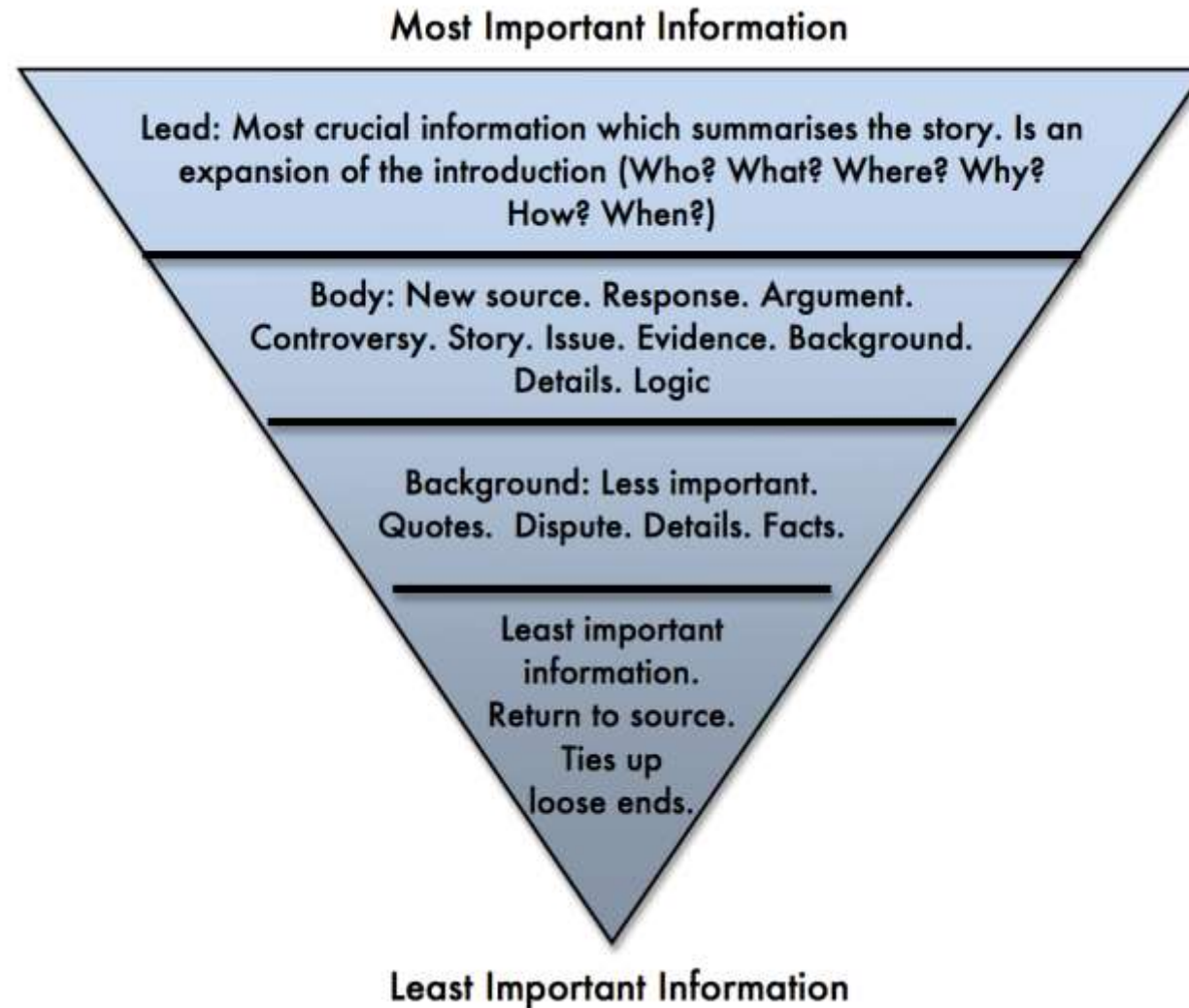
THE NEWS STORY – it all starts with it

Basic journalist questions– **5W + H (WHO,
WHAT, WHERE, WHEN, WHY + HOW)**

But what is the correct order?

MOST IMPORTANT THING COMES FIRST!

THE INVERTED PYRAMID





And what about style?

- Short sentences
- Avoid being overly descriptive or complex
- Avoid foreign words and abbreviations
- Be accurate (double-check information)

YOU NEED TO GET READER'S ATTENTION FAST,
NO BUILD UP

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More about style...

- Journalist needs to understand everything she or he is writing about – ask questions
- Then ask more questions
- Leave out everything that is not important
- No comments or opinions in news
- Literary style vs journalist style

CAN OUR NEWS STORY GROW INTO A NEWS FEATURE OR A FEATURE STORY?

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How to write a good LEAD

- Skill and creativity come into play – PRACTICE
- It must grab the attention, but deliver most important information – something new, shocking, something un-known so far, something interesting AND also include all other relevant information
- Should we delete everything except lead – do we still have a good piece of information?

The Duchess of Sussex has revealed she was warned before her marriage to **Prince Harry** that the British tabloids would “destroy” her life, as she spoke of struggling to cope with the reality of being part of the royal family.

In an interview for the **ITV documentary** *Harry & Meghan: An African Journey*, she said the last year had been “hard” and that she had had “no idea” of what she would face.

“When I first met my now husband, my friends were really happy because I was so happy. But my British friends said to me: ‘I’m sure he’s great. But you shouldn’t do it because the British tabloids will destroy your life,’” she told the interviewer, **Tom Bradby**, in the film, broadcast on Sunday.

She said she had “very naively” told her friends: “What are you talking about. That doesn’t make any sense. I’m not in the tabloids.” She added: “I didn’t get it. So, it’s been complicated.”

Meghan was speaking during the couple’s recent tour of southern Africa, during which it was announced she was **suing the Mail on Sunday** over an allegation that it unlawfully published a private letter she sent to her estranged father, Thomas Markle.

At the same time Harry issued a **ferocious attack** on the British tabloids, accusing them of a “ruthless” campaign against Meghan. Harry also issued legal proceedings against the owners of the Sun and the Daily Mirror over alleged phone hacking.

The
Guardian

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The importance of QUOTES

- They give ‘juice’ and credibility to the story
- We can modify them, make them shorter, but not change the context
- Quoting and paraphrasing – make a story more dynamic
- ‘Translate’ administrative style into a language known to broader public

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What about TITLES?

- Keep them informative and attractive
- Clickbaits are getting out of trend
- Don't make them abstract and broad

Titles for newspapers are different from titles for online media – we have to think about **KEYWORDS, SOCIAL MEDIA, SPEED OF READING**

Impeachment / Mick Mulvaney seeks Trump damage control over domestic and foreign scandals

Chief of staff defends Doral G7 fiasco and his own Ukraine quid pro quo remarks



'Irrational hostility' President scraps plan to host G7 at his resort

'Meltdown' Donald Trump's week of intense political peril

All the President's Women Trump the predator



'A threat to democracy' / Barr's speech on religious freedom alarms liberal Catholics

The Guardian



Meghan, Duchess of Sussex / I was warned the British tabloids would destroy my life

Royal speaks of struggling to cope with her new life in interview for ITV documentary



'Don't be a dick, OK?' / Hillary Clinton tweets parody of Trump Erdoğan letter

General Motors / Workers anxiously await details of deal to end strike

Hong Kong protests / Police fire water cannon

Chile / Protests rage despite president's retreat over subway fare increase

'I'm not your n-word' / School guard fired for repeating racial slur

Lebanon / Mass revolt against corruption and poverty continues

Pete Buttigieg / Clinton should have evidence for claim Tulsi Gabbard is 'Russian asset'

Tobacco packaging /



Your Monday Briefing
Here's what you need to know.



Listen: 'Modern Love' Podcast
Marisa Tomei reads an essay about a dying husband's odd request.



The Neediest Cases Fund
The 108th campaign adds Feeding America as a beneficiary.

S&P 500	-0.39% ↓
Dow	-0.95% ↓
Nasdaq	-0.83% ↓

12°C
26° 11°
Zagreb, Croatia

As U.S. Leaves Allies in Syria, Kurdish Commander Struggles With Fallout

- “There will be ethnic cleansing.” A Kurdish commander told our reporter in northern Syria that he feared a bloodbath if the U.S. pulled out completely.
- The commander, Mazlum Kobani, still hoped for help from the U.S. as he oversaw the withdrawal of fighters and civilians amid a pause in the Turkish incursion.



Wounded people arriving Sunday at a Kurdish-run hospital in Qamishli.
Ivor Prickett for The New York Times

Erdogan's Ambitions Go Beyond Syria. He Says He Wants Nuclear Weapons.

A month before invading Kurdish areas in Syria, Turkey's president said he “cannot accept” the West's restrictions that keep him from a bomb.

Trump Said to Favor Leaving a Few Hundred Troops in Eastern Syria

President Trump appeared to be trying to balance competing impulses: to bring troops home while ensuring that efforts to contain ISIS continue.

Opinion >

David Leonhardt
Want Trump to Go? Take to the Streets



Another moment for peaceful protest has arrived.

5h ago 380 comments



The Editorial Board
Will the U.K. Ever Get Closure on Brexit?

A lack of trust in Boris Johnson has delayed proceedings, once again.

9h ago

Caroline Fredrickson
Pelosi Has the Constitution at Her Back

Frank Bruni
How Low Will Trump Go?



Nicholas Kristof
Trump Takes Incoherence and Inhumanity and Calls It Foreign Policy



Is Trump a Pathological Narcissist?

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What else can we write?

NEWS FEATURE – goes into more details than a short news story

ANALYSIS – when some news give you a good motive to reach to experts for opinion

FEATURE STORY – a larger story on some topic

INVESTIGATIVE FEATURE – advanced approach

COMMENTARY / OPINION – you still need to give a context in a lead

INTERVIEW – ask relevant and focused questions, needs good preparation



How to find a good topic?

PRACTICE FOR JOURNALIST MINDSET:

- ask your journalists on a regular basis what have they noticed on the way to school, in school, in their neighbourhood... - is there a story there somewhere?

Pitch ideas and brainstorm them with other journalists.



What to have in mind before you even start with a story?

FOCUS – keep it narrow and you won't get lost in the story, you'll include only relevant information and subjects

APPROACH – decide when it is time to write 'lite' stories, or from writer's point of view

BE RELEVANT

ASK BOTH SIDES – a good journalist gives the opportunity to all sides of the story to be presented – don't underestimate your readers

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**ENCOURAGE
CREATIVE
&
CRITICAL
THINKING**



EDITORS...

- Let journalists propose a story – then help them **CLARIFY** the idea and focus
- Keep strict **DEADLINES** – young journalists learn responsibility that way
- **ALWAYS** be a *devil's advocate*
- Let young journalists teach others what they have learned, and **EXCHANGE EXPERIENCES**
- Teach **PROACTIVITY** and **PERSISTENCE**

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AND WHEN THE STORY IS WRITTEN...

- **DOUBLE-CHECK** all the facts
- Do you need to do a **FOLLOW UP** – don't let go of your story until it is published, not even then
- Are we happy with the **title**?
- Have we provided **images / photos**?



LET'S GET

TECHNICAL

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WHICH FONTS DO WE USE FOR PRESS, AND WHICH FOR WEB?

Serif for press

Sans-serif fo web

WHAT KIND OF IMAGES DO WE NEED?

For PRESS – high resolution – 300 DPI

For WEB – small resolution – 72 DPI (they need less memory on the server, and remain clear on the screen)



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Images need a caption and an author credit!

- Treat them just like any written story
- Answer all journalist questions when writing a caption for archive, keep only relevant info when publishing
- If there are more than one persons on an image, we name them from left to right



▲ The Duke and Duchess of Sussex. Meghan said the past year had been difficult. Photograph: Toby Melville/AFP via Getty Images



NEVER TAKE IMAGES FROM GOOGLE, they might be copyrighted

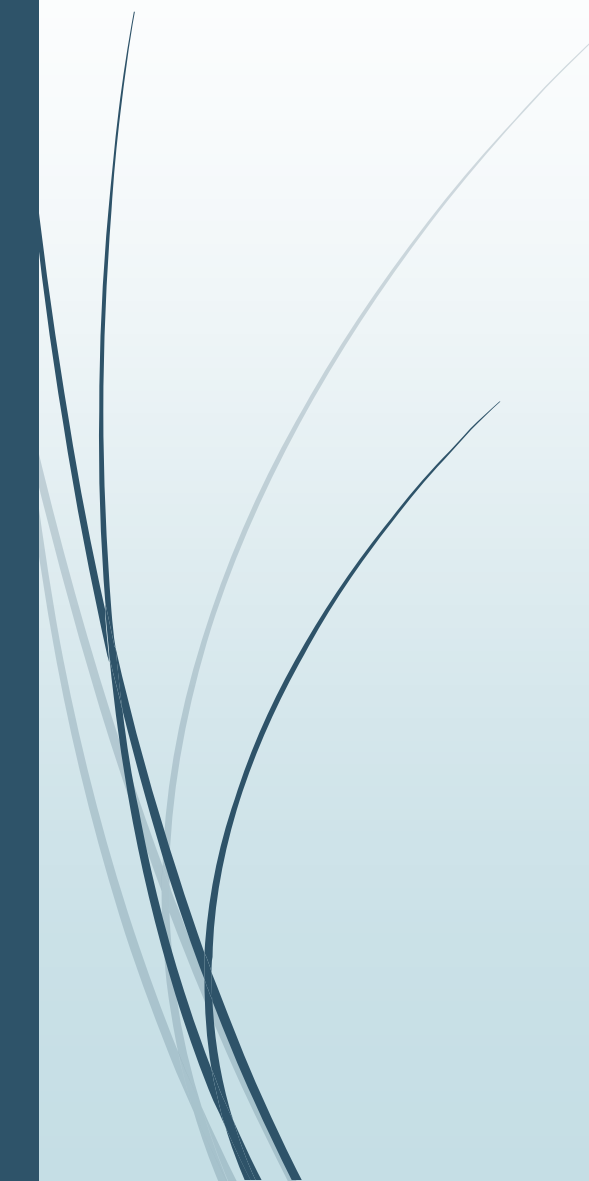
ENCOURAGE journalists to take photos relevant to the story, even with smartphones

FREE stock photos can be found online:
Pixabay, Freepik...



GOING

ONLINE





You can do it for FREE! – most of the platforms are free of charge.

For more professional approach, you can make your own website with costs as low as 100-200 EUR/year

Learn how to create a web portal yourself and with your students – there are many easy tutorials online

WHAT IS CMS?



THE NATURE OF OPEN SOURCE SOFTWARE

Open source software is software that is designed to encourage collaboration and community development. It is released with licenses that allow it to be distributed for free and without royalty fees.

<http://www.opensource.org>





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LEARN YOUR ONLINE ENVIRONMENT:

- Readers are lazy – you need to keep them interested
- Create smaller ‘chunks’ of text, incorporate and embed infographics and video
- Most of the readers don’t read in detail, they are looking for relevant phrases and keywords
- Everything must be prepared for sharing on social media

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WHERE TO START WITH A WEB CONCEPT:

- Keep everything simple and easy to navigate
- Create focused categories
- Create attractive homepage BUT REMEMBER – most readers come directly to inner pages and stories via social media shares
- Think twice before allowing comments!



THANK YOU!

STAY CURIOUS...