

## Chapter 1 Journalism

### Exciting Times Ahead

- New and creative jobs in journalism are popping up everywhere
- Patch.com - A community news operation that, in its first year, developed about 800 new sites across the country
  - Hired professional journalists, editors, and photographers who were mostly first-year graduates with journalism degrees
  - Focuses particularly on community government, schools and business, and relies heavily on community participation.
- Larger popularity in reading news from mobile devices
- Journalism --> Information business

### What does it take to be successful?

- Today's journalists must be experts in reporting news with passion, accuracy and authority
- Learn:
  - How to report and write in journalistic style
  - How to identify leads
  - How to research events and issues
  - How to organize thoughts and write concisely
- Tenets of good journalism:
  - Critical thinking
  - Clear writing
  - Organized presentation
- Journalists are knowledgeable about the different formats or ways to present information and are open to the idea of reporting news across various media platforms

### The Media Landscape

- Traditional media now compete with the Internet for revenue
- Reportorial journalism is being joined by analysis and discussion, backed by research

### Convergence

- Converge- To move or be directed toward each other or toward the same place, purpose or result
- Convergence in journalism --> The sharing of facilities, news gathering resources, personnel or content
- Convergence --> One media owner prints together its different news organizations under one umbrella to share personnel and equipment

### Digital Journalism

- More than half of Americans get their daily news from about five different offline and online sources

- Mobile Journalists (Mojos) - Reporters who can cover a story using multiple media

#### Citizen Journalism

- Inviting readers to participate in creating content
- Citizen Journalism Sites- Local news sites that operate outside of corporate media
- Citizen media have pushed local news organizations to do a better job of covering more local news

#### How to Train Journalists for the 21st Century

- The top requirements for story editing are news judgement and knowledge of grammar and style
- The top requirements for content creation are the ability to report and write original stories and edit photos
- For attitudes and overall skills, the successful digital reporters need to pay attention to detail, have good communication skills, multitask and have an awareness or ability to learn new technologies

#### Producing News Copy

- Story Format
  - Print each news story on one side only of separate 8 1/2-by-11-inch sheets of paper
  - Leave a 1 inch margin on each side and at the bottom of every page
  - Keyboard your name as the journalist, the date the story is written and a slug line (one or two words describing the story) on the upper left-hand corner of the first page
- Sluglines help editors identify and keep track of stories being prepared for publication
- The following guidelines are for students who print out their stories for instructors:
  - Begin each story about one-third of the way down the first page
  - Set the tab key to indent a half inch at the beginning of each paragraph
  - Double-space and keyboard each story
  - Editing marks should be placed clearly above the typed line
  - Use left justification and avoid hyphenating words at the end of a line
  - If a story is continued on a second page, type the word "more" centered at the bottom of the first page to indicate to the editor and production staff that the story does not end on the first page
  - Begin the second page and all later pages about 1 inch from the top of the page.
  - Type your last name, the slug line and the page number of the story in the upper-left-hand corner
  - At the end of the story, type an end mark to show that the story is complete
- Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah are never

abbreviated

- When referencing a city, put the city in all caps, followed by the abbreviation (or name) of the state.
- Names of major cities that have large populations are used without the name of the state

#### Copy-Editing Symbols

- Editing - Reviewing and editing stories
- Copy-Editing Symbols - Symbols used to edit stories that are printed out
- To edit a story after printing it, use a pencil to insert the nationally standardized copy-editing symbols
- If several errors appear within one word, draw one line through the word and place the correct spelling above it.
- If corrections become too numerous and messy, retype the entire story so that it is easy to read

#### Accuracy of Names and Facts

- Most editors require their reporters to consult a second source, usually a telephone book, a city directory or the Internet, to verify the way names are spelled
- Always confirm the spelling of a source's name and title before ending the interview

#### Checklist for Copy Preparation

- Devise a slugline (no more than three words) that specifically describes the story's content.
- Type your name, date and the slug in the upper left-hand corner of the paper
- Begin keyboarding the story one-third of the way down the first page and 1 inch from the top of all following pages
- Double-space each story
- Indent each paragraph
- Use a pencil and the proper copy-editing symbols to correct errors
- Make certain no words are divided and hyphenated at the end of a line and no paragraphs are divided across pages
- Print separate so ties on separate pages and do not use the backs of pages
- If the printed story continues on a second page, type "more" at the bottom of the first page
- Type your name, page number and the slug line at the top of the second page
- Type an end mark at the end of the story
- If the story originated outside of your community, add the proper dateline
- Use the city directory to verify the spelling of all names used in the story. Check the name every time it is used.