



M.A. (JMC) PART-I/PGDJMC

PAPER-II

SEMESTER - I

**WRITING AND REPORTING
FOR MEDIA**

UNIT NO : II

**Department of Distance Education
Punjabi University, Patiala**

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LESSON NO. :

- 2.1 : Writing and Reporting for Radio and TV News
- 2.2 : Organizational Structure in Mass Media
- 2.3 : News Reports Types
- 2.4 : Ethics and New Trends in Journalism

NOTE : Students can download the syllabus from department's website www.pbidde.org

Writing and Reporting for Radio and TV News

Objectives

To understand how to write for radio

To know the principles for Reporting for Radio

To know how to write for Television News

Understanding Characteristics and Story Structure of News

Structure

Writing and Reporting for Radio News

Writing and Reporting for Television News

Digital Journalism

Writing and reporting for Newspaper

Characteristics of Television News and its Structure

Structure of TV News

Writing and Reporting for Radio News

Writing for radio is different from writing for print. In print you have space whereas in radio you have time. As this medium uses only one sense and don't have visuals, so the first thing in writing for radio is to write conversationally. A good radio reporting gives the audience the information they need to know and it makes the audience feel like they are part of the story and connects them to that information. There are the things you must keep in mind while writing for radio is as follows:

Keep it simple and straight: Radio journalists keep their stories simple as they are writing for listeners not for readers. Don't add unnecessary words to sentences that will not add to what you are trying to say.

Use Short Sentences: A script should sound natural when reading. It should be simple and clear. Avoid that words which are hard to pronounce. The readers of newspaper can read sentences that they don't understand two or three times. But in radio, listeners have no option to hear the sentences twice or thrice if they don't understand it in a first take.

Active voice and present tense: Try to write script in present tense and use active voice if possible.

Understand your audience: Keep in mind the target audience while writing for radio such as age, economics, or lifestyles that give it a somewhat common identity.

Avoid too many figures: Radio is not the medium for detailed numbers and figures. Instead of writing- 'Well over 10000 people have signed the petition against the new farms bills' instead 10122.

Use of Abbreviations: Use only very popular abbreviations such as BJP, UPA, NDA. Otherwise your audience will not be able to understand it. Even the news reader must pronounce the proper noun or name first time, followed by the abbreviations in the next sentences.

Sequence: Hard and the most important stories with updates must be at the top followed by the least important. Your audience is turning into the broadcast to know what's happening. Each of your script must therefore start with the freshest news.

Avoid Homophones: Avoid words with having same pronunciation but with different meanings such as to and too, Weight and wait. These words will create doubt in the audience's mind.

Writing and Reporting for Television News

Nowadays, the element of timeliness is the most important. The concept of breaking news has also changed the news selection process. Stories can be covered live as very little time is needed to get OB van or with Solo Live streaming operational once the TV crew arrives on the scene. A story being reported live from one corner can be telecast across the world. The element of timeliness has become very crucial and it has changed the news presentation style. With the help of variety of graphics and animation, news can also be presented without visuals. As radio bulletin content is presented for ears, Television news story is presented for both eye and ears. The golden rule for TV news is: write like you talk, not like you write. To communicate information it must presented in simple language which most viewers would understand. The following rules must be remembered in writing the news for television.

Clarity: The first rule of TV news is that the story must be clear so that viewer could understand it, unlike the reader; the viewer has no second chance to go over the material. TV news is written on the wind-here for the instant, gone the

next moment. The script writer of TV news must be able to make complicated stories simple. The news content must be conveyed to the viewers

Brevity: The information needs to be concise, to the point and yet informative without any sort of opinion injected into it. Long sentences cannot be read easily by the newscaster, and even a viewer will find it difficult to understand it. Every sentence that you write for broadcast should be short, simple and easy to understand.

Use of active voice and Present Tense: The element of immediacy is one of the biggest assets of the TV medium in reporting news. Every effort should be made to include up-to-date reports and to write script for news bulletin in a manner that sounds fresh and timely. With this in view, the present tense is preferred. It indicates that the action is still going on.

Updated Information: As the element of immediacy is one of the biggest assets of the TV medium in reporting news. So, every effort should be made to include up-to-date reports and to its viewers. It can be done with the help of live footage, graphics, animation, phono and even with breaking slides.

Deal with facts: As a reporter you are supposed to deal only with facts rather than fiction. It is the duty of a reporter to convey facts to the viewers.

Simplify numbers: When writing for newspaper, you do provide specific numbers and information. But writing for TV, instead of saying that fiscal deficit is Rs 70626 crores, simply state that more than seventy thousand crores as a viewer's ears cannot handle a large series of numbers at once.

Write in figures: Write in words not in numbers, so that anchor can read without any fumble. As most of the news bulletins are live and news readers hardly get time to read news script prior to the news bulletin, so if any factual information is presented in numbers such as 420000 thousand covid patients recovered so far, will make anchor think for a while. Instead it should be mentioned as forty two thousand.

Avoid repetition: Repetition should be avoided. If the news is being presented as a news package, make sure that the content in the voice over should be repeated as in the sound bite. Same is the case with piece to camera. Most of the time reporters deliver content in Piece to camera which already being conveyed in the voice over. Similar is the case of visuals. If same shots will be telecast again and again, viewers might lose interest and will change channel.

Digital Journalism

Digital Journalism, also known as online journalism is a contemporary form of journalism where news content is reported, processed and distributed via internet. It can also be defined as any form of journalistic content posted on Internet. It can be in the form of text, images, audio or video. All aspects of journalism right from the reporting, processing, distribution are witnessing a sea change. The advent of Internet and consequent changes in mass communication opened up immense options and opportunities to journalism. Now we are witnessing a paradigm shift of consumption of news across various formats like print media, radio TV and digital platform. As an impact of digital technology on journalism, the audience has changed their pattern of use of news.

In the early days of reporting, all print media journalists needed were a pen and a paper to file stories. Similarly for TV journalists, they required a bulky video camera, but now they are armed with merely a smart phone with high speed internet. Due to everybody's busy life, so content is shorter than it used to be.

There is a focus on getting a lot of information into a short space. The packaging and the aesthetics of content has also been changed due to the aggressive digital evolution. The large scale use of services like Facebook, Twitter, Instagram and YouTube has allowed news organisations to offer regular updates to consumers on current events. Media organisations try to hook the readers by providing a variety of colored images, visuals with dramatic music.

Writing and reporting for Newspaper

Writing for Newspaper is different from writing for radio and television. Newspaper, as you know, is a daily publication covering variety of content. The presentation of the content also varies as per the needs and requirements of the format followed by the newspaper organizations. However, the basic functions remain the same - to inform, educate and entertain. If you have a nose for news, writing a report is a simple task. A report is a story that has just happened or it may be an update of the previous story already published. Writing a news report is easy if you are clear with your basics. One should keep in mind 5Ws's and one H while writing about an event. It is the lead that must represent your best judgment of news value. Writing lead is the hardest part of reporting. It is the lead that must capture the essence of the news story. There are various types of leads and the selection of types of lead depends upon the content and news worthiness of the news. The treatment of the report also

depends upon the elements and gravity of the news as well as the policy of the organization. In most of the cases, the Inverted Pyramid style is followed. While writing news report, there are important points to be kept in mind are as follows:

1. The opening paragraph or lead should be concise and explain the main content as much as possible. Even if someone reads no further, he or she should know what has happened.
2. The most relevant information must be given at the top. If report end up being too long for the newspaper, they should be able to cut from the bottom.
3. Try to include 5W's and one H.
4. Facts must be checked twice or thrice as reporter deals with the facts not fiction.
5. Avoid too lengthy sentences. It should be short and punchy.
6. Spelling and grammar should be checked. Make sure to proofread spelling and punctuation.
7. Repetition must be avoided. Don't exaggerate the content.
8. Try to find out the best catchy headline so that it makes reader to read the story.

Reporting involves gathering facts and presenting them objectively. To weave a story if demands hard work, patience and practice. Chasing a story, collecting facts from various sources with an effort to dig up the truth, reporter performs the duty so that readers get true information about the event. There are various different beats for reporting which are as follows:

1. Political reporting
2. Court Reporting
3. Crime Reporting
4. Sports Reporting
5. Entertainment Reporting
6. Business Reporting
7. Health reporting
8. Education Reporting

There are following requirements for news reporter which are as follows:

1. A reporter should have the ability of news reporting and writing skills.
2. A reporter should have command over language.

3. A reporter should have nose for news.
4. A reporter should have art to craft a story.
5. He should have capability to develop a story from the facts.
6. News is a perishable commodity that must be given to the public while it is fresh, so a reporter must be energetic to respond quickly and work hard to meet the deadline. He should develop a system to ensure that none of the interesting news is missed by him.
7. A reporter must have a complete knowledge of press laws.
8. Reporters obtain information through a variety of reporting techniques, which include interviews, research articles and reliable sources.
9. A reporter should not intrude or invade the privacy of an individual.
10. Reporters don't have the right to state something defamatory or libelous against any individual or organization.
11. A reporter should not publish anything which is obscene, vulgar or offensive.
12. A reporter should avoid presenting acts of violence, armed robberies and terrorist activities in a manner that glorifies the criminal's act.

Characteristics of Television News and its Structure

The 24-hour news cycle came in with the advent of cable and satellite television and brought with it, a much faster pace of news production and reporting, with constant updates. News channels have a legal and moral responsibility to provide factual and informative inputs to society. Television opened new horizons for viewers; as while sitting in living room, anyone can access information about what is happening in the distant places. Prime times news debates are often credited with shaping public opinion across the country. 24X7 Indian news channels grabbed that issue, with minute by minute update, digging into the facts. With Upper band, lower band, ticker, aston band and news flash, the channels are flooded with information. Cut throat competition is another factor in which every channel wants to be the first to break the news Television as a mass medium is very important at present. Specially, news channels have a very crucial role in the television industry. With increased resources and technical advancement, every channel tries to show each and every story in multiple windows so as to show that their channel knows the gravity of the news and their correspondents are present everywhere. Every second counts in news. Any event or happening of utmost importance are shown in multi windows.

Structure of TV News

Television news channels structure can be divided into parts

1. Editorial Staff
2. Technical Staff

Editorial Staff- Editorial Staff is concerned with the news content. What is to be on air and what is to be dropped is decided by the editorial staff. It includes Channel Head, News editor, Executive Producer, Input Head, Output head, Assignment desk in-charge, Producer, Associate producer, Assistant Producer and Production Executive. This editorial staff is further divided into two categories:

1. Input
2. Output

Input Staff- Input is one of the most important departments of a news channel, which has responsibility to arrange raw material from different sources for news as well as programming. Assignment desk performs the most crucial role in providing the content to the news channel. The input staff remains in touch with reporters, stringers, bureaus and news agencies. They also do analyze all news sources, newspapers and other news channels. Input staff gives the story idea to the output. They manage Outdoor broadcast vans also. Input provide the content whatever required by the output.

Output Staff- Output deals with the production process. Whatever will be telecast, output staff prepares it. News editor, Executive Producers and Producers decide the treatment of the news. Whether it is to be treated as Anchor Shots, Anchor Graphics, or News package, it's all decided output. All these technical terms are discussed in detail:

Anchor/ Shots- When a news reader reads a brief introduction of news and that's followed by shots relating to that story in the anchor shots. No voice over and bite is used in anchor/shots.

Anchor/ Sound Bite- Sound Bite is a brief recorded statement broadcast especially on a television news program. Generally, it is short comment by a politician or personality that is taken from a longer conversation or speech and broadcast alone because it is very special, interesting or effective. When news reader gives introduction of any particular story followed by sound bite of concerned person without any voice over is known as anchor/ bite.

Anchor/Shots/Bites- In this format, news reader gives introduction of the news followed by shots and bytes relating to that story but without any voice over.

News Package- The meaning of packaging is to wrap or to protect goods. It is more concerned with the marketing where there is always an emphasis on how to make a product more attractive so that it could increase its sales ability. The term packaging in television is very similar to the other commodities, where raw material, in the form of information, is processed and polished in a way to make it presentable. A news package is a format of storytelling on television channels which may include visuals, graphics, animation, voice over, sound bites, piece to camera, etc.

Technical Staff- This staff deals with the technical aspects of news. It includes staff in Production Control Room, Master control room, V-SAT department, Editing department, Animation department, Graphics department and camera section. In PCR it includes Sound Engineer and Vision Mixer Operator.

Organizational Structure in Mass Media

1. Hierarchy, functions and organizational structure in Print Media

- 1.1 Editorial Wing
- 1.2 Business Department
- 1.3 Mechanical Department
- 1.4 Structure of the Editorial Department

2. Hierarchy, functions and organizational Structure in Broadcast Media

- 2.1 Advertising Sales
- 2.2 Assignment Desk
- 2.3 Audience Research
- 2.4 Editorial
- 2.5 News Collection & Reporting
- 2.6 News Production
- 2.7 Online Community Development
- 2.8 Web Content

3. Hierarchy functions and organizational structure in Radio

- 3.1 Organizational Structure of a Small-market Radio Station
- 3.2 Additional Staff
- 3.3 Organizational Structure of Satellite Radio

1. Hierarchy functions and organizational structure in Print media

Organizational structure of a newspaper is not concerned only with writing and editing of newspaper and periodicals. The gathering and transmission of news, business management, advertising and other processes connected with the production of a newspaper also come under the purview of print journalism. The organizational set up may vary from one newspaper to other depending upon the size of the newspaper and the different services catered for the

readers. Broadly, most of the newspapers have three main departments: editorial, business and mechanical.

1.1 Editorial wing

The editorial/news department is the heart of a newspaper. It deals with news, features, comments, columns and editorials and the head of the department is the editor or editor-in-chief. The editor is assisted by associate editors, assistant editors, city editors, chief reporters, who have a team of reporter to cover the local events based on the beats assigned to them. In some newspapers, there are separate desks for national and foreign news, which are fed by news agencies and also by newspapers own correspondents. The editor is also assisted by critics in special fields such as theatre, music, films etc. One important desk and its functionary head i.e. the copy editor, his job is to edit the copy and write headlines.

The editor of a small newspaper multitasks i.e. gathering, editing and printing of news. He also solicits advertisements and looks after, the business side of the paper.

1.2 Business Department

The second most important department in a newspaper organisation is the business department, which earns revenue for the newspaper. It is divided into two main division-

- a) Advertising
- b) Circulation.

The advertising department may have further sub-divisions such as advertisements for local display, classified advertisements etc. It may also have a research bureau and an art section to help in the preparation of advertisements.

The circulation department deals with the dispatch of copies to the city and beyond the city through road, rail and air. It may also have a promotional wing to boost up the circulation of the paper.

1.3 Mechanical Department

The mechanical department plays an important role. It is generally divided into four parts; composing, engraving, stereotyping and press. In the first, the copy is set into type. The engraving wing is concerned with photos and drawings and makes cut for printing. In the stereotyping room, the plates for the press are cast in the molten metal from the page form. The papers are printed, folded, brimmed, counted and delivered to the mailing section by the press room.

The bigger newspapers have separate administrative or coordinating as well as promotional departments. The administrative department looks after

administration of different departments while the promotional department deals with all the promotional work in respect of advertisements and circulation. Also it helps to build up the image of the newspaper and endeavours to earn goodwill and understanding of the clientele.

1.4 Structure of the Editorial Department

At top in the editorial hierarchy ranks the editor or an editor-in-chief who plans and directs the day to day operations, supported by a team of news editors, chief sub-editors, senior sub-editors and sub-editors. The news desk usually operates in shifts and each shift is headed by a chief sub, also called as the slot man.

Ideally in a newspaper, it is the news editor who plans and directs page making while the chief sub helps implement his decisions. Reporters and sub editors are pillars of organizational hierarchy. The chief reporter supervises the desk. The hierarchy of authority in the reporting and editing section is as given below.

Editor-in-chief	
Reporting Section	Editing Section
Bureau Chief	News Editor
Chief Reporter	Chief Sub editor
Senior Reporter	Senior Sub editor
Special/ foreign Correspondents	Special/ Magazine Editors
Reporters	Sub editors
Trainee Reporters	Trainee Sub editors

*Editor-in-chief may be assisted by associate editor and assistant editors

Editor-in-Chief

The editor holds the key position in the newspaper organization. He/She is responsible for editorial content of the newspaper including everything from comics to news stories to editorials. It is the editor who can be sued for libel, who can be hauled up before the court, parliament and legislature for contempt. A good editor of a newspaper is aware of the scope and interpretation of news. He takes all important decisions connected with the publication of news and expression of opinion on the publication of news and expression of opinion on the vital national and international issues and events.

News Editor

The actual news production process is handled by the news editor in a newspaper. All major decisions regarding coverage of news stories are taken by the news editor in consultations with the bureau chief. The news editor, coordinates the news collection process, the editing and the final presentation of news.

Chief Sub-Editor

Chief sub-editor ensures that copies are judiciously distributed among the sub-editors and also ascertains that the copies are edited properly and that they conform to publication style and editorial policy. He may initiate or reply to correspondence regarding material published or being considered for publication.

Sub-Editors

Sub editor or copy editor is described as “the mid wife to the story” and “an unsung hero of a newspaper”. Sub-editors work on the copy prepared by reporters. They have no direct involvement in news events. Still they have to make the copy attractive. He/she select news events, remove unnecessary parts and arranges available information in appropriate order. He/she has to check and recheck facts, style, grammar while editing a story for the newspaper. They are also required to put suitable headlines for each story. A good copy editor is an intelligent reader, a tactful and sensitive critic. As the saying goes “any fool can write, it needs a heaven born genius to edit”.

Reporters

Reporters are people who know how to dig out information whatever the source and no matter how hidden or obscure it is. A reporter gathers news and writes for his organization. A newspaper's reputation and credibility depends on the reporters. A reporter should have a nose for news i.e. an understanding for news and news value and at the same time the ability to recognize a story while it comes along.

Reporters should be skilled at;

Seeing and hearing

Taking notes

Finding information

Asking questions

Checking and verifying information

Analysing and interpreting information

Qualities like alertness, curiosity, speed, punctuality, integrity, tactfulness, fearlessness and clarity of mind.

Free Lancers

Freelance journalists are not attached to any newspaper or magazine. One who writes on all kind of topics in several newspaper and periodicals without having a regular payroll is known as freelance writer. They quite frequently keep in touch with media organizations and do assignments as per their needs. With a view to meeting their needs, freelancers have to complete these assignments as per the schedule of the publications. Virtually, anybody can be a freelance writer. You must have the grit, determination and willingness to work hard besides possessing good language skills.

2. Hierarchy functions and organizational structure in Broadcast media

The functions listed below make up the organizational structure of a typical broadcast media company.

2.1 Advertising Sales

Traditionally broadcast media is supported largely by money from advertisers. The commodity that broadcast companies offer to advertisers is human attention during commercial spots. Although the internet has altered the media environment recently, commercials on broadcast networks still command a significant audience share. The functions in this domain involve sales, account and relationship cultivation as well as tracking online viewership metrics. Personnel work as Advertising Account Executive, Local Sales Manager, Director Programme, Marketing & Advertising, Media Buyer with in this Department.

2.2 Assignment Desk

The assignment desk has one of the busiest functions in the newsroom. The desk distributes time-critical information in the newsroom and often makes rapid decisions about leads. It handles incoming dispatches from the field, monitors emergency scanners and manages news teams and breaking stories. Personnel work in capacity as Assignment Desk Editor, Assignment Desk Assistant with in this department.

2.3 Audience Research

The audience for Broadcast Media is a highly dynamic group with spectrums of different ages, race, gender, viewing habits, political biases and regional preferences. Ensuring that a Broadcast newsroom disseminates information that is most relevant to the greatest number of people is the job of Audience Research. In addition to increasing the efficacy of the newsroom, Audience Research directly ties into Advertising Sales, which uses demographics and

audience statistics to match each time-slot to the most profitable advertiser and drive the top-line of the newsroom's business. Personnel work in capacity as Marketing Associate, Audience Engagement Analyst and Statistician within this department.

2.4 Editorial

The job of the editorial team is to high-make level executive decisions about what stories get coverage and what direction of content the news organization takes, as well as to conduct the day-to-day business of fact-checking, editing for clarity and coordinating activities with hard deadlines. In broadcast, editors are in-charge of budgeting the content with in the broadcast time allotment and this can also involve advertising considerations. Personnel work in capacity as Assignment Editor, Managing Editor, Editor-in-chief and Online editor.

2.5 News Collection & Reporting

Reporting is the centre of any news organization and is the most visible aspect of broadcast media. Famous broadcasters become household names and earn a celebrity status. News collection and reporting involves building report with trusted sources, developing story ideas for the editorial staff to evaluate, writing scripts and coordinating with production teams. In broadcast, there are many extra demands of live performance and facing the camera confidently. Personnel work in capacity as Anchor, Field Reporter and On-Air Reporter.

2.6 News Production

News Production is the stage in which all of the news content from the field and editorial is built into a polished, crisp broadcast. A successful broadcast requires many levels of coordination in real-time. Video producers must edit footage precisely, advertising spots must be lined-up beforehand by the advertising team, camera and sound engineering must work reliably. The human speakers on camera or microphone must also function as adept impromptu performers, as well as professional news-reporters. The personnel work in capacity as Reporter, Broadcast Technician, Creative Director, Production Assistant, Video Producer within this Department.

2.7 Online Community Development

A major driver of traffic from the web is a community of interested and opinionated website users. On Modern websites, comment boards frequently appears beneath stories and videos which facilitate feedback to journalists and public conversations between users themselves. Community moderator's help the most insightful comments gain eligibility with voting and recommendation system and discourage the use of rancorous, ad hominine attacks. A well-run online community creates greater participation and click-through from its users which increases the stature and top-line of a newsroom. The personnel work in

capacity as Online Community Manager, Social Media Community Associate, Community Specialist and Comment Moderator with in this department.

2.8 Web Content

Broadcast news producers can repurpose the content of Broadcast media for the internet. This can increase viewership and generate online advertising revenue. Video producers can re-edit news reports for shorter-duration; Internet Videos, editors and reporters can write print versions of broadcast news reports for easy and search engine friendly online delivery. Blogging and social media mini-posts can expand the base of viewership further and the possibility exists for macro-scale viral events. As the volume of web content increases, a Broadcast newsroom bears greater resemblance to the activities of an online newspaper. The personnel work in capacity as Reporter, Blogger/Social media, Specialist, SEO Specialist, Production Assistant and Online Video Producer.

SEO: Search Engine Optimization- It is the process of getting traffic from the free, organics editorial or natural search results on search engines.

3. Hierarchy functions and organizational structure in Radio

Radio Stations come in all sizes and generally these are classified as small, medium or large. The size of the community that a station serves usually reflects the size of its staff. The station in the town of 5000 residents may have as few as three-or-four fulltime employees. It is a question of economics. Its employees are expected to multitask. Medium-Market stations are located in densely populated areas. These may be cities with satellite townships. This market is more competitive as fewer stations are vying for the audience. Large-market stations are also called metro-market stations, as the name suggests these are located in metropolis. They cater to the audience that is very heterogeneous in nature. They have special manager to handle the workload.

Organisational Structure of a Small-market Radio Station

	Owner	
	General Manager	
Sales Manager	Programme Director	Chief Engineer
	Traffic/Billing	Office/Clerical
Sales People	News Director	
	Announcers	

Operations Manager

This Person is second only to the General Manager in level of authority. At times he is also called station's Assistant Manager.

- His/ Her duties include supervising administrative (office) staff.
- Helping to develop station policies and see to it that they are implemented.
- Handling departmental budgeting.
- Keeping abreast of government rules and regulations pertaining to the entire operation.
- Working as the liaison with the community to ensure that the station provides appropriate service and maintains its good guy image.

Duties band to be more skewed toward programming and may even include the job of station programmer as in case of station clustering the operations manager may be responsible for a radio groups programming and direct its individual station program directors. In such cases, the operations manger's duties are designed with a primary emphasis on on-air operations. Assistant Programme Directors commonly are appointed to work with the operations manager to accomplish programming goals. Not all stations have established this position, preferring the department head reporting to station manager approach.

Programme Director

As one of the three key department head positions at a radio station, the programme director is responsible for the following:-

- Developing and executing programme format.
- Hiring and managing air staff.
- Establishing the schedule of air-shifts.
- Monitoring the station to ensure consistency and quality of product.
- Keeping abreast of competition and trends that may affect programming.
- Obtaining the music library.
- Complying with I & B Ministry rules and regulations
- Directing the efforts of the news and public affairs areas.

Sales Manager

The Sales manager's position (called Director of Sales in cluster operations) is a pivotal on at any radio station and involves the following.

- Generating station income by directing the sale of commercial airtime.

- Supervising sale staff.
- Working with the station's rep company to attract national advertisers.
- Assigning lists of retail accounts and local advertising agencies to sales people.
- Establishing sales quotas.
- Coordinating on-air and in store sales promotions.
- Developing Sales materials and rate cards.

In cluster stations, a group general sales manager may direct the efforts of individual sales managers or account executives.

Chief Engineer

The Chief engineer's job is a vital station function. Responsibilities include the following:-

- Operating the station within prescribed mechanical parameters established by the I & B Ministry.
- Purchasing, repairing and maintaining equipment.
- Monitoring signal fidelity.
- Adapting studios for programming needs.
- Working closely with the programming department.

3.2 Additional staff

- a) **Market Manager** – he/she is the general manager of clusters reports to corporate headquarter.
- b) **Director of Sales (DoS)** - he/she must oversee the clusters sales operation, including the individual stations sales managers. The DoS reports directly to the market manager.
- c) **General Sales Manager (GSM)** - Supervises the sales department of an individual station, reports to DoS.
- d) **Director of Operations for AM** - responsible for all programming elements, including marketing for the network, reports to market manager.
- e) **Director of operations for FM** - responsible for all programming elements, including marketing. The programme director for TM stations report to the director of operations TM.
- f) **Controller** - responsible for the business office, financial reporting and office staff. Reports to Market Manager.

g) **Network Zone Operations** - responsible for the Engineering and IT Department, building operations, zonal operations and affiliates. This position reports to market manager.

Organisational Structure of Satellite Radio

	CEO	
	Chairman	
	Director/Manager	
	Legal/Business Affairs/ Finance	
	Marketing	
	Programming	
SVP Music	VP Talk	Technical
	Operation VP	
	PDS	
Cluster VP	Sr. Production Directors	
MoS and DJs	Audio Animators	
Music Librarian	Production Assistants	

LESSON NO. 2.3

News Reports Types

Objectives

Understanding News Reporting and its different types
Difference between Hard and Soft News
Importance of Attribution in News Writing

Structure

Straight News Reports
Investigative or Interpretative Reports
Hard and Soft News
Exclusive News Story or Scoop
Attribution in News Writing
Follow Ups in News
Journalistic Skills
Citizen Journalism

News Reporting and its different types

Discovering all necessary information, selecting and presenting the most significant facts, and weaving a comprehensive tale are all part of news reporting. Reporting necessitates a lot of effort, which requires energy and patience. News reporting is the primary duty of the journalistic profession. A reporter requires not only the vitality to spend many hours chasing a story, gathering facts from various sources in an attempt to uncover the truth, but also the determination to see his investigation through to completion in order to produce a truly comprehensive story with no gaps or lingering questions.

Straight News Reports

Straight news reporting is the oldest style of journalism, requiring a reporter to deliver a brief and timely report of the day's events with no embellishment or editorialisation (the writer's personal ideas and biases). In other words, the reporter is supposed to answer the following questions using the 5 Ws and H (news elements):

- What happened?
- Who made it happen or who did it happen to?
- When did it happen?
- Where did it happen?
- Why did it happen?
- How did it happen?

As many of the responses to these questions as possible are gathered promptly in order to send out a report as soon as feasible after the event. It has to do with vital issues. The most important news of the day is delivered in a straight news format. When reporters mention "breaking news," they are frequently referring to straight news. Politics, education, the economy, and other topics are covered.

It is direct and to the point. It is written in the simplest possible language. It is quite timely. It's exact since it doesn't include a lot of background or interpretation information. The reporter is required to separate himself from the tale and describe solely the facts of the incident, which is why it's called objective reporting. It's written in an inverted pyramid structure. This means that the story's core facts are delivered in the first paragraph (the lead), followed by a bridge that describes the details surrounding the lead, a second explanation of the lead, background and secondary material, and minor details at the conclusion.

Investigative or Interpretative News Reports

Investigative news reports entail conducting extensive investigation on a subject in order to uncover evidence and disseminate the findings of individuals or groups to a larger audience. Investigative journalists perform extensive investigation and employ a variety of methods to gather information. Investigative journalists make detailed reports to expose the issue and give evidence to back their conclusions after collecting and reviewing information.

This style of journalism takes more time to organize, prepare, and investigate, and it usually takes longer to cover all of the specifics of the research, findings, and conclusions. Print and broadcast media can both be used for investigative journalism. Investigative journalism can include things like looking into businesses, leaders or even government officials for that matter to see if they support ethical behavior.

Whereas on the other hand, In order to give more in-depth news coverage, Interpretative news reports requires a journalist to go beyond the fundamental facts surrounding an incident. Because of the lack of clear boundaries, as well as a variety of theoretical approaches to what interpretative journalism is in the modern world, the practice of interpretative journalism overlaps with other forms of journalism, and the operationalization of interpretative journalism is largely muddled. Interpretive journalists must have an unusual level of awareness and understanding of a subject because their work includes searching for systems, reasons, and factors that explain what they are reporting.

Interpretive journalism produces trend-setting articles, strong think-pieces, and even ventures into the field of investigative reporting, which has been the hallmark of good print journalism. However, with the recent trend of breaking news and finding ways to reach viewers faster, journalists and readers alike

have given up or simply do not have time for conventional long-form interpretive reporting.

Hard and Soft News

Hard news refers to stories that have a significant influence on society as a whole and should be published or broadcast immediately. It involves breaking news and up-to-date information about severe, significant, or hard-hitting matters that are current and urgent, and is usually based on facts and thorough investigation. They are true stories containing data about incidents that could be analyzed. Politics, crime, economics, foreign affairs, natural disasters, riots, and other topics are examples. Hard news stories are designed to be totally objective, therefore the journalist does not have to provide his or her perspective on the story; instead, the journalist should provide facts as they are. The Inverted Pyramid structure of writing is indeed suitable for hard news articles.

Soft news journalism concentrates on lifestyles and entertainment, with a concentration on culture, art, and human interest stories. These stories are normally less essential, but they tend to attract a larger audience. Crime, lust, and humorous stories appeal to the emotions rather than the intellect. It amuses readers and may contain gossip about celebrities, technology, and other topics. Soft stories aren't always objective and don't always follow the Inverted Pyramid style of writing news.

Exclusive News Story or Scoop

An exclusive news story uncovered by a single journalist or a group of journalists working together is known as an Exclusive news story or scoop. For the journalists and newspapers concerned, good scoops will garner a lot of attention, with most big papers encouraging their staffs to get as many scoops as possible to boost the paper's prestige and perceived value. A journalist is considered to have "scooped" the competition when he or she manages to swoop in on a major story ahead of other journalists.

Scoops come in a number of different forms. Many are concerned with scandals and classified secrets, which, by their very nature, elicit a great deal of attention when they are revealed on the news. It's also possible that the story is just newsworthy or extremely thrilling; huge breaking news is frequently a scoop. For example, the first newspaper to report on a large natural disaster may regard their coverage as a scoop, as will the general public, who will flock to the publication for further information while competitors scramble to stay up.

Since 1874, when the word "scoop" was first used in print, there have been numerous examples of scoops in the news. These scoops span from celebrity scandals to the leak of the Political Corruption, and a scoop can be a significant career-maker for the journalists involved. If a journalist develops a reputation for obtaining high-quality scoops, he or she will often be in high demand from

large newspapers, which may provide the journalist more freedom to pursue personal projects and stories.

Attribution in News Writing

To a journalist, attribution simply means letting your readers know where the information in your story came from and who was quoted. In most cases, attribution entails using a source's full name and work position, if applicable. Information from sources can be paraphrased or directly cited, but it must be credited in both circumstances.

The term "attribution" refers to indicating who said something. All forms of media, including radio and television, require attribution. Journalists do it so that readers and listeners can understand who is speaking and where the story's material originates from. You can attribute material acquired through interviews, speeches, reports, books, films, or even other newspapers, radio, or television stations using attribution for both spoken and written content.

When to use Attribution?

It must be attributed whenever information in your story comes from a source other than your own firsthand observations or knowledge. If you're telling the story mostly through comments from an interview or eyewitnesses to an event, a reasonable rule of thumb is to attribute once each paragraph. It may seem obvious, but it is critical for journalists to know where their information comes from.

Different Types of Attribution

1. On the record

All statements are directly quotable and attributable, by name and title, to the person making the statement. This is the most valuable type of attribution.

Example: "India has no plans to invade Pakistan," said PMO press secretary K.P. Sharma.

2. On Background

All statements are directly quotable but can't be attributed by name or specific title to the person commenting.

Example: "India has no plans to invade Pakistan," a PMO spokesman said.

3. On Deep Background

Anything that is said in the interview is usable but not in a direct quotation and not for attribution. The reporter writes it in their own words.

Example: Invading Pakistan is not in the cards for the India.

4. Off the Record Information is for the reporter's use only and is not to be published. The information also is not to be taken to another source in hopes of getting confirmation

Follow Ups in News

A follow-up story is a journalistic phrase for a narrative created to expand on a story that has previously been published or broadcast. New facts, later developments, reactions, or new issues raised by the original event are examples of supplementary details. All follow-ups have one thing in common: they rely on a previous item for some of their news value. Because one report may not adequately capture all facets of an event or dispute, hence follow-ups are required.

We use follow-ups for a variety of reasons

Continuity: Follow-ups demonstrate how various aspects of life are interconnected. We limit our report of an event or discussion to a single moment in time whenever we complete writing a story. Follow-ups let us put stories in perspective throughout time and explain cause-and-effect relationships.

To satisfy curiosity: When a news story provokes a reader's or listener's interest, it is our responsibility to gratify that interest. A well-written news story or feature article will inform your audience everything they need to know about self-contained topics or events. Only a few events and concerns, however, can be presented in this way. Many news stories raise queries, such as, "But what happens next?" You owe it to your audience to deliver answers to these kinds of inquiries after you've whetted their thirst for the story.

To add balance: You're often compelled to print stories that aren't properly balanced because of a lack of time or because sources weren't available when you needed them. The follow-up provides you with a second opportunity to strike that equilibrium.

To cover missed stories: As you will periodically miss stories that the competitor gets, no matter how excellent a journalist you are. Perhaps the first time you hear about it is when you hear it on another radio station or read it in a different newspaper. It is frequently too late at that point to report the same story yourself. Accepting that you have been beaten for this story and attempting to write a follow-up is usually the best course of action.

Journalistic Skills

Journalism is one of the most in-demand vocations in modern media and entertainment, and with good reason. Over the last two decades, the explosion of television news channels and digital media platforms has provided broadcast professionals with a plethora of choices.

The value of journalism in today's culture and in our daily lives cannot be overstated. The majority of us rely on a variety of media outlets and platforms to obtain information, learn about global events, acquire news, and educate ourselves on a variety of topics. Hence, following are some key skills that every journalist must have in order to perform his/her best in this profession.

Communication skills

Any journalism position, whether you're a broadcast journalist, a reporter, or a magazine journalist, necessitates excellent verbal and written communication abilities. Interviews, identifying new sources, and working in a fast-paced newsroom will all require this skill.

Research skills

Journalists, without a doubt, require strong research abilities. If you've been given the duty of researching every element of a news item, you'll need to know where to look and how to discover it before the story becomes obsolete.

Attention to detail

Journalists must be diligent in their work. A little grammatical error or misuse of a term could give your piece a whole new connotation or cause backlash against your publication.

Work well under pressure

If you work in a newsroom, you'll need this talent because it's your responsibility to get those time-sensitive stories investigated, written, and checked before they're broadcast to the public.

Understanding what the reader wants

This varies per magazine or national newspaper, but you must understand what the reader is looking for and why they would read this news item. The 5 Ws method is used by news reporters to determine who, what, where, when, and why angles of the story.

Sourcing case studies

Stories require more than just facts; they also require human connection and narratives. Knowing where to look for case studies is an acquired talent; there is no one-size-fits-all approach; you must use your initiative to find what you're looking for.

Citizen Journalism

Citizen journalism entails private persons, who are typically journalism's consumers, producing their own news material. Citizen journalists gather, report, analyze, and disseminate news and information in the same way that professional journalists do, resulting in user-generated content.

These citizen journalists provide news in a variety of formats, ranging from a podcast editorial to a blog post about a municipal council meeting, and it is almost always digital. Text, images, music, and video can all be included. In terms of disseminating news and promoting citizen journalism content, social media plays a significant role.

Citizens are often the first on the scene for breaking news, getting these reports out faster than professional media reporters, because the general population has 24/7 access to technology. Citizen journalists, on the other hand, may not

have undertaken the same background investigation and source verification as professional journalists, making these leads less reliable.

Citizen journalism was formerly heralded as a revolution that would make news gathering a more democratic process, one in which professional reporters would no longer be the primary source of information. It has had a big impact on today's news, with many people thinking citizen journalism is a danger to professional and traditional media.

The revolution in news has been aided by social media. Many citizens are the first to report on breaking news, utilizing social media to share eyewitness videos, firsthand experiences, and real-time information. Even news organizations will share breaking items on social media before they are published in traditional media, but they must follow up with larger stories rapidly or risk becoming obsolete in this fast-paced news climate.

Social media isn't just for broadcasting citizen-generated news; it's also a place for professional journalists to find the stories they need to cover. Citizen journalism, despite its enormous influence on our everyday news, is not without flaws. The most serious worry is the news' credibility, which includes fact-checking and the risk of false information being spread.

Questions

1. Explain different types of News Reports.
2. What are the Skills required to be a good journalist.

LESSON NO. 2.4

Ethics and New Trends in Journalism

Objectives

Importance of Ethics in Journalism
To know Qualities of Reporter
To know Qualities of Good Writing
Importance of Mobile Journalism in Today's time

Structure

Ethics and Responsibilities in Journalism
Tabloid Journalism
Qualities of a Reporter
Qualities of Good writing
Mobile Journalism
Photo Journalism

Ethics and Responsibilities in Journalism

All Journalists must follow a code of ethics. This code has following tenets:-

- 1. Wisdom:** A journalist must act with wisdom during his duty hours. He would become wise only after getting expedience, learning from his seniors, editing good editorials and doing his duty in honest manner.
- 2. Courage:** He must cover the event irrespective of the fact that his life may be in danger due to his coverage of dangerous events. He may be told to bypass war news but he must cover the battlefield with dauntless élan.
- 3. Justice:** A journalist must cover the news and report it with full sincerity so that subjects covered by his news/ article feature get justice due to his writings, coverage or presentation.
- 4. Truth:** A journalist must report only the facts and data related to the event. He must not alter the facts.
- 5. Temperance:** A journalist must do his duty by understanding human values. He must study the situation first and then take a decision.
- 6. Money:** He must not accept money to alter news or defame a person or an organization through his reports.

Responsibilities of Journalists

A journalist has to follow certain regulations and do owe a kind of responsibility towards his profession. Let's discuss some of them as under:

1. Towards the firm/organization: The first and foremost trait is to remain loyal in journalism. A journalist must remain loyal to their employers. They may not give news or information to the competitors of their firm for sake of money.

2. Gathering news or data: The primary data must be collected personally and people must be interviewed at the spot of event or accident and even the statistics related to government must be taken.

3. Accurate processing of data: A journalist would be required to collect and process data e.g during elections and recent example of it is all the farmer protest going on in a country and Olympics games etc. He must possess basic mathematical or statistical skills to do so. The main responsibility is to interpret the data and send it to headquarters.

4. Skills in handling sensitive equipment: The journalist is also responsible for handling and operating the equipment under the control. He should know how to use the ordinary camera, digital camera, sound recorder and other devices which are used to record news. They should be well versed with new digital memory cards, mini disks, batteries etc. and other items that are used in photography.

5. Presentation of data: A journalist must present the data or dispatch it with great dedication and seriousness. He must do so with professional finesse so that readers or viewers should take him seriously. If he is writing the report he must clearly mention the time, and date of event in the report.

6. Leading a team of co workers: The journalist is told sometimes to lead a team of investigators, camera man and junior reporters. He must lead them from front. He should set examples so that others try to emulate him. He should also not dictate the things.

7. Presenting self - searched data: The main responsibility is not to steal the data or facts from his competitors. He should gather data and news on his own. He should never indulge in plagiarism and also try to be genuine, original and creative in all aspects.

8. Purity of thoughts and actions: The journalist should not create false news and should not play with the sentiments of any community. He should respect the shrines of every community. He must not use caste based or religious issues to ignite communal violence.

Tabloid Journalism

Tabloid is a kind of newspaper that has small pages, short articles and lots of paragraphs. Tabloids are often considered as less serious in nature as compared to other newspapers. Tabloid journalism gives emphasis on topics such as sensational stories, crime stories, celebrity day to day activities and gossip, astrology etc.

Tabloid journalism is often a kind of magazine which focuses on celebrity gossip and sensational news. Thus Tabloid journalism quickly grew to define a style of journalism based on small and condensed newspaper. MINT is one of a kind of Tabloid Journalism. Other examples of tabloid journalism are The daily Express, Daily star etc.

There are some features that are to be included in tabloid format i.e. Content , Angle , headline , intro etc.

There are certain advantages of tabloid format. These are as mentioned :

1. It requires less reading time as compared to conventional formats.
2. It requires low costing.
3. It is convenient for readers also.
4. It is a modern and popular kind of format these days.
5. It usually comes with catchy headlines and photographs.
6. It has greater visibility for the reader.
7. It also avoids wasting of paper.

The characteristic feature of tabloid is that it focuses on famous and rich people celebrities, athletes etc. The topics discussed revolve around gossip and possible scandals. It includes many colours on the pages and little uniformity. It also includes large photographs that tend to attract attention. The recent gossip that is running in tabloid journalism is Raj Kundra Pornography case (related to celebrity Shilpa Shetty)

To conclude it is to be said that Tabloids have survived in one form or another since the invention of print. Tabloid thus is a combination of tablet and alkaloid that includes a new kind of reporting that condensed stories into a simplified style.

Qualities of a Reporter

A reporter is a person who gathers information and then writes and broadcasts it. A reporter may work for a magazine, newspaper, TV Show, Radio Show or any media outlet. Reporters are always in the midst of real action so they need to possess certain qualities. They usually meet with the most powerful leaders or famous celebrities. They have to act with great courage and dedication.

The basic qualities of a reporter are:

1. Smartness
 2. Quickness
 3. Curiosity
 4. Honesty
 5. Courage
 6. Quality Education
 7. Stress Management
 8. Punctuality
 9. Firm Determination
 10. Dedication
 11. Sincerity
 12. Credibility
- and the list goes on...

There are some special qualities also that every reporter must have. These are :

1. **Nose for news:** Every reporter must have good news hunting capacity. They need to be alert and careful to find out what strange is happening and what to cover and how to get the source for the news.
2. **Curiosity, Alertness, Impartiality:** A good reporter must always be curious and alert to news sources, probable news. They also should evaluate all aspects of news.
3. **Intelligence and courage:** Intelligence is the most favoured attribute of a good reporter and courage is also required to stand corrected and take criticism.
4. **Language Expertise:** A good reporter must have a command over the language and should not use words that are not familiar to the common man. They should write in simple sentences that are understandable by the target audience.
5. **Handling Media Equipment:** A good reporter must have a good knowledge of handling digital technologies. He should possess knowledge of MS Word, Power point etc.
6. **Knowledge of structure and presentation:** A good reporter must know how to write all relevant and necessary information

and how to present them in a proper structure. He must present the facts in a simple yet effective way.

7. **Faithful and Neutral:** A good reporter must show its neutrality in every aspect. The information provided by him must be reliable, true and free from any sort of biasness. He should refrain from providing invalid and biased information.

Qualities of Good writing

A piece of information is worthless if it is not comprehended at all. That's why in print media it is writing that is essential. A good print news story ideally contains crisp and compact information. The vital components in writing are the Inverted Pyramid structure. 5 W's and 1 H i.e

- Who
- What
- Where
- Why
- When
- How

Writing must follow a particular structure i.e.

1. Lead
2. Foreshadowing
3. Chronology
4. Climax

The most common style of journalistic writing used in Inverted Pyramid Style in which the most important information is given at the top , the crucial information is given in the middle and the extra information is given in the last.

The principles to be followed while writing are:

1. Writing should be short, simple and declarative.
2. Writing should be in flow, it should not sound choppy.
3. Sentences should not be very long.
4. Paragraphs should be short.
5. Avoid using adjectives, actions words etc.
6. Write in active voice.
7. Avoid using abbreviations and symbols.
8. Write Good leads.
9. Use simple subject Verb Object.

10. Use correct grammar.
11. Know your audience: what they read and react to?
12. Be a trusted source.
13. Also practice not to twist the facts.

MOBILE JOURNALISM

Mobile phones have had a drastic influence on media production. This revolution has come about when smart phone turned into a powerful tool to do almost all the production-related work that was done previously by specialized equipment and computers.

This has encouraged ordinary individuals to involve in media work and emerging the phenomenon of mobile journalism, where citizens and individuals can engage in journalism work carry out a job that was supposed to be done only by journalists for a long time ago. We are talking about hundreds of thousands of people and amateurs who are making and covering news by their smart phones and contributing to journalism work.

This has become particularly apparent in relation to reporting from remote and risky areas, where journalists cannot reach easily or may not arrive on time while important events occur. This is explained with recent example of farmers protest where news reach worldwide with a single click and by sharing on Whatsapp and Instagram stories .The role of smart phones in feeding both social media and traditional media with instant photos and videos taken by protesters themselves. Thus it focuses on the role of the smart phone in facilitating the work of journalists.

The main factors that make smart phones powerful tools for journalists are:

1. The low budget required for acquiring a smart phone compared to expensive equipment used in traditional media.
2. The freedom and independence that a mobile can give to a journalist.
3. The design aspects which provide a pocket-size tool with unsuspecting feature that make it possible to be carried and used even in areas where journalistic work is not allowed.
4. The ubiquity feature of mobile has helped to cover news in areas where traditional media cannot exist or cannot reach easily.
5. The ability of individuals to obtain a smart phone in one hand and the universal design of mobile in another hand have helped to be used in journalism work by many people with no necessary training courses.
6. The mobile journalism has created a good opportunity for media institutions and TV stations to expand their correspondents' network all over the countries.

Mobile journalism, as a profession too, does not come without fear. Professional videographers and photographers are worried that they will lose their job while

news organizations are turning reporters into mobile journalists. This fear is not entirely unjustified because some organizations utilize mobile journalism for cost saving.

To conclude, it is to be said that mobile journalism is a form of digital story telling where primary device used for audio and video is a smart phone. Over the past few years, there has been a significant increase in the supply and consumption of online videos. Social media companies and media outlets seek to engage audience through videos. Mobile technology not only changes how consumers behave, it is also transforming the methods of journalist work.

Photo Journalism

Photo Journalism is a form of journalism that collects images and arranges them in order to tell a story. It refers to still images. Photo journalism is defined as a telling of stories through photographs. Photo journalism is a way to educate the people about the stories that a photo journalist is covering. Sometimes a single picture is so powerful that it changes the public opinion. Photo journalism is often referred to as a form of very old journalism that was continued through the tradition of wall paintings, but now a day's photo journalism is more truthful representation of reality through photographs as compared to paintings.

Pictures represented in photo journalism have a meaning to the viewer. This meaning is further supported by a relevant caption and general description. A picture is worth more than a thousand words that draw the attention of the viewer as that picture encourages to see the story behind it. This is the story that "sells the photograph " and conveys the emotion attached to that particular picture. Recently we are seeing the pictures of players in Olympics that clearly depict the emotion of the player in that picture and we can easily recognize and see everything through that picture.

There are different styles of telling a story in photo journalism. Some photo journalists prefer to work on complete project rather than taking a single photograph. Thus they like to develop a story through the series of their pictures. Other photo journalist prefers to work on single image and attaching a broad sized picture to a current or hot topic happening in present time. Thus the goal of a photo journalist is to show the world a story through its pictures as a photograph is easily comprehended by a common man too who does not want to read the whole paragraph of a story.

In recent years, the role of media and news has been pretty controversial. There is a lot of turmoil regarding trust worthiness of big news outlets and their coverage of events. Photo journalism always plays a big role when it comes to news coverage. The role of photo journalism has changed a bit but it will always remain a vital part of modern news. Photo journalism also raises a concern and awareness of current global problems and presents them on a whole different platform.

It is to be said in conclusion that photo journalism is in much limelight now and it has become a medium to communicate stories through pictures. Photographs are much more direct source and are also more objective in nature. The recent trend of more sensational pictures in news does not promote the true sense of photo journalism. Photo journalists are becoming more like visual story tellers.

Questions

1. What are the responsibilities of a Journalist?
2. Role of Photo Journalism in Social Media.
3. Discuss the importance of Mobile Journalism.

P-2 Key terms

1. Meet the press
2. Investigative Reporting
3. Depth of Field
4. Citizen journalism
5. Blog Writing
6. Crime Reporting
7. Scoops
8. Business reporting
9. Shutter speed
10. Social Conflict
11. Online reporting
12. Web writing
13. Local Reporting
14. Dummy
15. Intro
16. Weather Reporting
17. Aperture
18. Human Rights
19. Photo Journalism
20. Backgrounder
21. Gutter Space
22. Soft News
23. ABC
24. Middle
25. Blog
26. Credit Line
27. Situation Analysis
28. Depth Reporting
29. Oral Press Briefing
30. Suspended Interest style of news writing
31. Lead
32. Special Pull outs
33. Press release