

# Lecture 3

# Ethical issues

- How trustworthy are the bloggers?
- Are they really journalists?
- Are blogs meeting the standards of accuracy and fairness?
- Professional reporters should write blogs with personal opinions when they are supposed to be impartial in covering the news.

# Ethical issues

- No official code of ethics governs the blogosphere.
- Jonathan Dube proposed: “be honest and fair in gathering, reporting and interpreting information.”
- An adaptation of the Society of Professional Journalists code of ethics.

# Ethical issues

- Is the information on blogs accurate or based on rumors?
- Using sources from social networking sites without contacting the person.
- Using anonymous sources from blogs.
- Should it be edited or monitored for standards of taste?
- How to deal with abusive posts?

# Blogs in public relations and marketing

- PR and Marketing firms support blogs and call them “collective communication” to listen to and learn from audiences.
- Contribute their insight and experience on topics related to the industry.
- PRWeb: a wire service Web site that distributes news releases by using trackbacks.
- Citizen journalist with a high-tech cell phone and blog can turn the role of communications upside down.
- From a world of control to a world of community and conversation.

# How to write a blog?

- A blog is an online conversation you are having with the reader.
- You may use the first-person voice (I-me)
- Be brief.
- Be clear.
- Be focused.
- Be careful.
- Be interesting.

- Be accurate and fair.
- Be conversational.
- Target your audience.
- Write a clear headline that will hook readers.
- Add links.
- Add a question or thought at the end.

# Podcasts

- A combination term for broadcast and iPod.
- A digital recording of a radio broadcast or similar program, made available on the Internet for downloading to a personal audio player.
- Podcast expand to include video (vidcast – vodcast.)

# The basic news story

- Upside down format for hard news.
- The result first.
- The key facts are in the first paragraph.
- Example p. 35.

# Finding the focus

- All news stories are developed around one main point – a focus.
- Quotes, facts and information should support that focus.
- Put the focus in the first sentence.
- If the story is compelling enough, it could be a little lower.

# Questions to help you find a focus

- What's the story about?
- How are readers or viewers affected? “so-what”
- How would you tell the story to a friend?  
“natural conversation method”
- Example p. 36.

# Nut Graphs

- It is a sentence or paragraph identifying the focus of the story.
- Coined by “The Wall Street Journal”: a story must have one central theme that must be expressed in a “nutshell summary” high in the story. In case the focus is not mentioned in the lead.
- Example p. 37

# Basic questions

- Who, what, when, where, why, and how?
- So what, what is the significance to readers?  
How can you make readers see and care about the story?
- Identify the center, the focus of the story, gather information to make the reader see, write a compelling story to make the reader care.

# Elements of the basic news story

- Every news story is based on one main idea—the focus.
  1. Headline.
  2. Lead (beginning)
  3. Body.
  4. Ending.

# headline

- The line on the top of the story that tells the reader what the story is about.
- Written by a copy editor or the editor.
- Identifies the focus.
- “deck heads” a secondary headlines. Both headlines give the reader a quick overview of the story’s content.
- Example p. 38

# Lead

- The hook that tells the reader what the story is about.
- A good lead entices the reader to continue reading.
- Summary lead = feature lead. P. 39.

# Nut Graph

- A sentence or paragraph that states the focus.
- It is crucial when the story starts with a feature lead.
- Example p. 40

# Support for the lead

- The lead should be supported or backed up with facts, quotes and statements that substantiate information in the lead.
- Example p. 40

# Quote or sound bites

- The body should support the focus with information from sources, quotes or facts that explain the main idea.
- The first quote = lead quote = the strongest.
- It supports the concept in the lead without repeating the same information or wording.
- Quotes in print media is equivalent to sound bites in broadcast.

# impact

- The reporter should explain how the news affects readers to answer:
  1. What is the significance of the story?
  2. Why the reader should care?

# Attribution

- We need to attribute all quotes -exact wording of statements that people made- and much information that we did not witness.
- The attribution should be in the lead for controversial or accusatory information.

# Context / Background

- A needed history to understand what is going on.
- Put the story in perspective.
- Some background explain the action.

# Elaboration

- Supporting points related to the main issue constitute “elaboration.”
- Seek other points of view to make sure you have balance and fairness.
- One source can be too biased.

# Fairness and Accuracy

- Get comments from all sides of an issue.
- Avoid one-source stories.
- Attribute your sources.

# Ending

- If the future action is a key factor, it should be placed higher in the story.
- A statement or quote that summarizes not repeating information or more elaboration.
- End when you have no more new information to reveal.

# The common order

- Lead.
- Nut graph.
- Lead quote or compelling sound bite.
- Supporting facts.
- More quotes and comments.
- Additional information, facts, or comments.
- Ending.

# visuals

- Visual elements: photographs, charts, and graphic illustrations are crucial to news presentation in print and online information.
- It helps make your story look good.
- Easier to read.
- Visual elements to enhance news stories: summary blurb- pull quote- facts box- infographics- audio & video for online delivery.

# Summary blurb

- A paragraph or sentence summarizing the story.
- It is placed below the headline.
- Copy editor usually write it.
- In online news the summary and lead of the story may be the same (an index page linking to stories inside the site.)

# Pull quote

- A good quote might be broken out of the story, placed in larger type and used as a point of entry to entice the reader. (graphic display.)

# Facts or highlights box

- Facts box – highlight box – information from a story is sometimes set off in it.
- For reading at a glance or providing key points in the story.
- Example. P. 46

# infographics

- A chart, map graph or other illustration meant to provide information.
- Location map, pinpoints the location of an accident, a crime or any other major news event.
- Example of two basic news stories p. 48.

# Quotes and attribution

- Good quotes back up your lead and substantiate information in your story.
- They let the reader hear the speaker.
- If they repeat what is already said, we should paraphrase or eliminate them.
- In a broadcast story, sound bites replace quotes.

# When to use direct quotes

- Interesting and informative.
- Back up the lead, nut graph or a supporting point.
- Memorable quote.
- Do your quotes repeat your transitions?  
“Parroting.”
- Advance the story by adding emotion, interest or new information.
- You do it for your source or for your reader.

# When to avoid

- The source is boring – factual information and indisputable.
- When it is not clearly worded, ask for clarification.
- Accusatory quotes from politicians or witnesses of a crime or get a respond from the person accused.
- Those who do not relate directly to the focus and supporting points in your story.

# After meeting Morsi, Kerry releases immediate aid to Egypt

**By Anne Gearan, Published: March 3**

CAIRO — Secretary of State John F. Kerry released \$250 million in badly needed economic assistance for Egypt on Sunday, telling the country's divided political classes that they must make economic and political reforms to qualify for additional U.S. support.

“The United States can and wants to do more,” Kerry said in a statement released to reporters shortly after his more than two-hour session with Egyptian President Mohamed Morsi. About an hour of their time was spent one on one, in what U.S. officials said would be blunt discussions of Egypt's tanking economy and political deadlock.

“When Egypt takes the difficult steps to strengthen its economy and build political unity and justice, we will work with our Congress at home on additional support,” Kerry said. “These steps will also unlock much needed private-sector investment and broader financial assistance.”

# King Abdullah says nations should help Jordan, Turkey, Lebanon with Syrian refugee crisis

**By Associated Press, Updated: Tuesday, March 5, 4:00 PM**

ANKARA, Turkey — Jordan's King Abdullah II has called on world nations to help Jordan, Turkey and Lebanon shoulder "the tremendous burden" of caring for hundreds of thousands of refugees who have fled the violence in Syria.

Abdullah said Tuesday Turkey and Jordan would continue to provide assistance but urged the international community to contribute. The king was addressing reporters during a visit to Turkey.

The United Nations says there are some 925,000 displaced Syrians around the region and the number could increase to half a million this month.

Jordan is hosting more than 420,000 Syrian refugees, of whom 110,000 are sheltered in a desert camp near its northern border with Syria. Turkey is housing more than 180,000 refugees in 17 camps, while Lebanon has some 317,000.

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# Shopping for healthful food on a limited budget

**By Jane Black, Published: February 27**

NEW YORK — Three adults squatted in the cereal aisle of the Key Foods grocery store in the Bedford-Stuyvesant neighborhood of Brooklyn. Each had plucked a different kind of oatmeal from one of the lower shelves. They were trying to determine which was the most healthful and the most affordable.

It shouldn't have been that hard. And yet, it took a good five minutes for three smart grown-ups to analyze the serving sizes, sugar and sodium contents and the price per unit before they could settle on a 2-pound-10-ounce drum of old-fashioned oats. It contained no sodium or sugar and was \$1.06 cheaper per pound than the runner-up, a smaller box of quick oats.

Helping shoppers make good decisions was the goal of this supermarket tour. It was part of a course called Cooking Matters at the Store, developed by anti-hunger organization Share Our Strength and administered by local partners, such as City Harvest in New York City and [N Street Village](#) in the District. The tours explore how to buy fruits and vegetables on a budget, how to read food labels and how to identify whole grains and compare unit prices. In 2012, 21,000 low-income adults attended a tour in 46 states; 68 percent of them were receiving some kind of federal food assistance.

# A treat in store as Rihanna launches her clothing collection

05 MARCH 2013

Having successfully conquered the music world, [Rihanna](#) set her sights on the fashion industry - and on Monday the fruits of her efforts were unveiled. The star, 25, made a flawless appearance to officially launch her River Island collection in London's Oxford Street.

The *Umbrella* singer stepped out showcasing one of her own designs, a floor-length black gown that featured a high split and a cutaway back, as she held a special shopping evening, which included a mini catwalk show shown live on plasma screens in the shop's front window.

# Kate reveals that her baby is moving as she talks to crowds in Grimsby

05 MARCH 2013

Pregnant [Kate Middleton](#) has revealed that she can feel her baby moving. On a visit to **Grimsby** on Tuesday, a wellwisher asked, "How is the baby? Is it moving?" Kate replied, "Yes, very much so."

**Prince William's** wife didn't let her admirers down and looked stunning in a chestnut brown Celeste wool coat from Hobbs. The piece is a staple of [Kate's wardrobe](#), and continues to be part of her maternity wear.

The coat was teamed with a pretty patterned dress from London high street label Great Plains. She completed her look with trademark black suede court shoes and a matching clutch bag.