

CONTENTS

Preface	2
Acknowledgements.....	3
About this book.....	4

1

The story of journalism

Newsroom heroes, legends and folklore.....	6
The birth of journalism.....	8
News in the 19th century	10
News in the 20th century.....	12
Today's changing media landscape	14
The student journalists' news attitude survey	16

2

How newsrooms work

What is news?.....	18
What readers read	20
How a story gets written	22
How the news comes together	24
Who's who in the newsroom....	26
What it's called	28
Tools, talent and temperament.....	30
The Press Room.....	32
Test yourself	34

3

Newswriting basics

Just the facts	36
The five W's.....	38
The inverted pyramid.....	40
Writing basic news leads	42
Beyond the basic news lead.....	44
Leads that succeed	46
After the lead, what next?.....	48
Story structure.....	50
Rewriting.....	52
Editing	54
Newswriting style.....	56
Making deadline	58
66 newswriting tips	60
The Press Room.....	62
Test yourself	64

4

Reporting basics

Where stories come from.....	68
Finding and using sources	70
Using the Internet.....	72
Observation	74
Taking notes	76
Interviewing	78
Interviewing (cont.).....	80
Quotations.....	82
Attributions	84
Math for journalists.....	86
Diversity in news coverage	88
The Press Room.....	90
Test yourself	92

5

Covering the news

Covering a beat.....	94
Writing obituaries.....	96
Covering accidents and disasters	98
Covering fires	100
Covering crime	102
Covering courts.....	104
Covering speeches	106
Covering meetings	108
Covering politics	110
Covering sports.....	112
Test yourself	114

6

Beyond breaking news

The world of features.....	116
Generating story ideas	118
Feature style	120
Feature story structures	122
Writing profiles.....	124
Enterprise projects	126
Investigative reporting.....	128
Package planning	130
Short-form alternatives (sidebars and graphics).....	132
Writing editorials and columns	134
Writing reviews.....	136
Test yourself	138

7

Law and ethics

Press rights	140
When things go wrong	142
Understanding libel	144
Invasion of privacy	146
Copyright law	147
Taste and decency	148
The Seven Deadly Sins	150
Journalistic ethics	152
Ethics survey	154
Test yourself	156

8

Digital journalism

From print to the Web	158
Reporting on multiple platforms	160
Journalism and social media ..	162
Blogging.....	164
Updating stories online	166
Writing for the Web	168
Incorporating links	170
Incorporating multimedia	172
Encouraging user participation ..	174
Media convergence	176
Planning online packages.....	178
Test yourself	180

9

Broadcast journalism

Broadcast news	182
Writing for broadcast	184
Radio news reporting.....	186
Television news reporting	188
The Press Room.....	190
Test yourself	192

10

Public relations

What is public relations?	194
Planning a PR strategy	196
Writing news releases	198
Balance, bias and spin	200
The Press Room.....	202
Test yourself	204

The Morgue	205
Exercise answers.....	304
Webliography	330
Sources and credits.....	332