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- Recommendation report –  
Editorial Newspaper Studio  
Operated by Students for Students

Andrew Cheetham



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## Introduction

Student media truly is fantastic, and nowhere is this seen better, than in the pages and offices of student newspapers. I have personally had, dealings with student newspapers now for over 5 years, I have contributed to a general student newspaper, historical student newspaper and worked closely with the university student newspaper on which I base this guide. Naturally I am a big fan of the style and approach of student newspapers and am pleased more and more are starting up, therefore I am glad I can help producing this guide.

The guide itself may make student newspapers seem very formal, professional and hectic places that is because they are! Underneath the fun and enjoyment there is actually a strong structure and need for responsibility and hard work. Do not let this put you off, the formal structure and set up of all student media is what makes it enjoyable and gives the newspapers an edge to go out and investigate report and observe on behalf of other students.

The first suggestion above any other is of course have fun, student newspapers would be bland and boring without the fun and excitement of producing a fully designed, written and styled newspaper with your friends, remember this and the value of a motivated team working together and that will help in any situation.

Do not forget the end rewards, The UK has some great examples of student journalists going on to do great things, from the university I attended alone there is a National Chief Editor and The BBC's Royal Correspondent. These people started where you are, writing for student newspapers just like you are about to do.

The suggestions in this guide are just that; suggestions, there are no right answers, every situation is different; therefore use this as a guideline not a template for success. It has been based on what works for UK newspapers, which have developed on their own with very limited support from outside agencies other than universities.

I wish you the best of luck and hope you have a truly awesome and enjoyable experience writing student newspapers!



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## Structure

The structure of a student newspaper is a lot closer to the structure of a regular newspaper than its student TV counterpart. The similarities do not in fact stop at just structure, the whole process and approach of a student newspaper is to mimic a regular newspaper as closely as possible whilst writing about student issues. This is different from student TV which has to have notable differences to survive and succeed. The structure represents this in combining its leadership and management directly into the overall process and production of the newspaper rather than being a separate entity with removed control like a student TV committee. The student newspaper still has a committee style student leadership but this is completely merged with the day to day production of the newspaper. This is because unlike student TV the whole team is usually working towards a weekly deadline with few long term projects (such as programmes made over several weeks) other than a small number of articles that may not be weekly specific. This is an advantage as it ties the management structure directly to the weekly output and allows greater hierarchical control. However with this greater reliance on a hierarchy there is a greater need to ensure communication and teamwork otherwise it becomes a dictatorial and unpleasant controlling regime.

### Structure



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## Editor

### Editor - Role

The Editor has a dual role in both leading the newspaper and an organisation and in being the individual who ultimately decides the makeup, structure and content of the weekly newspaper. They are therefore a leader and manager in an organisational sense and in an editorial newspaper sense.

As part of leading the organisation they will ensure the welfare of all student members, organise meetings and coordinate the management team to maximise the best working practices for the newspaper.

As leading as an Editor they will make decisions about what will be the front headline story, what order news will feature and what stories are being pursued that week. In addition they will act as a final authority on a story ultimately taking editorial responsibility for the newspaper.

The Editor is forward thinking in that they help to manage and steer the newspaper in line with preset goals or long term plans. They control the newspaper's direction and are often involved with formulating goals for the year.

They are also a figurehead who communicates with other organizations, sponsors, universities, other student media and individuals on behalf of the newspaper.

### Editor - Requirements

The editor must have an excellent working knowledge of journalistic principles and newspaper issues. They will also have to contribute to articles and the paper as a whole so it is important for them to have high journalistic writing and editing skills.

They must be able to communicate and lead a team being a good leader. This leadership needs to be seen through confidence, control and excellent communication.



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They must have confidence to speak in front of others and act upon ideas and directives, whilst also having confidence in the newspaper and its volunteers, to allow them to function without always needing to interfere

An editor must be able to communicate and listen in equal measures. Opinions and ideas must be sought from the volunteers and Associate Editors, and then be incorporated into an editor's leadership. Furthermore an Editor is required to communicate both internally to the members and without outside bodies, so an excellent verbal, email, written and general confidence in communication is required.

An Editor must always remain focused, motivated and inspirational; many will look to them for support and guidance. Equally an Editor must understand the limits and constraints of the newspaper they are leading as not to push them to hard. As with any volunteer role a good sense of humour and patience are vital.

An Editor has to make influential decisions and be able to follow them through with conviction, an Editor must have self confidence and the ability to explain decisions to those it affects including being able to constructively criticise.

### Editor - Responsibilities

- Lead and guide the newspaper responsibly and in accordance with long term aims and the ideas and suggestions of all student members
- Act as the final say on front page, headlines, content and the ordering of stories
- Contribute to the newspaper through editorial comments and observations
- Ensure editorial independence and also take on editorial responsibility for the newspaper
- Be aware of journalistic best practice and avoid bringing the newspaper in to disrepute through slander, liable or inaccurate reporting
- Manage and coordinate the management team, in turn managing the volunteers in the reporter roles
- Communicate clearly with all members, outside bodies and between different areas of the paper to ensure a clear passing of ideas and information.
- Listen to the ideas, suggestions and issues of members and incorporate this into leadership and newspaper aims



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- Lead by example, know the limits of the students they lead but also inspire and motivate them to ensure the newspaper has high morale and goals
- Ensure meetings and briefings take place
- Support reporting, editing and distribution
- Ensure problems are raised and dealt with
- Overall manage the paper and its members to create a strong student newspaper identity and ensure good student journalism

## Associate Editors

### Associate Editors - Role

Associate Editors act as second in command and a supporting role to the Editor, the size of the newspaper determines how many are needed but 2 is a good number to provide balance and different ideas to the leadership.

Associate Editors advise and support the Editor in the decisions of what makes the front page and what stories to pursue. They also support section heads and reporters in the articles they are undertaking.

Associate Editors take the pressure and responsibilities of the Editor and spread them around, to this extent Associate Editors will help with the editing and proof reading of stories to ensure the newspapers output is factually and grammatically correct.

### Associate Editors - Requirements

Associate Editors require the skills and approaches expected of an editor, but with a few additions.

The must have an excellent ability to act as a support to the Editor, whilst also being a check on the Editors decisions. This requires a diplomatic advisory approach and the ability to openly agree or disagree with suggestions and ideas. As an advisor to the Editor it is imperative that Associate Editors can represent the combination of



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support and constructive criticism towards an Editors suggestions; whilst also being able to actively suggest different ideas and approaches of their own.

Associate Editors also need to be able to support individuals within the newspaper structure and require a working knowledge of the different sections and styles of the newspaper. They spend more time working with reporters and section heads than an Editor and therefore need to be able to communicate issues up and down the newspapers hierarchy.

An Associate Editor may take on management of a collection of sections (i.e. entertainment, sport and film) and will need to understand the content and key issues which come with those sections.

### Associate Editors - Responsibilities

- Support the Editor, advise and suggest on issues such as; front page, content headlines, layout and the ordering of stories
- Contribute to the newspaper through editorial comments and observations
- Ensure and support editorial independence and also take on editorial responsibility for the newspaper
- Manage and coordinate the Section Heads and Reporters
- Aid clear communication between Editor and members, to ensure a clear passing of ideas and information.
- Listen to the ideas, suggestions and issues of members and incorporate this into advice and support for Editor
- Help ensure the newspaper has high morale and goals
- Attended meetings with Editor, Section Heads and Reporters
- Support reporting, editing and distribution
- Ensure problems are raised and dealt with
- Overall act as check, support and advisor figure to the Editor and a channel of communication for the members.



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## Financial and Advertising Manager

### Financial and Advertising Manager - Role

The Financial and Advertising Manager is a combination of a treasurer and marketing role. They are responsible for the budget and purchasing of necessary equipment and consumables to keep the newspaper functioning.

They will often have small budgets to manage as student media usually only has limited funds, they will need to ensure this amount is safeguarded and spent correctly on keeping the newspaper in publication.

They also oversee and manage the advertising of outside companies in exchange for revenue; this includes contacting potential customers, organising advertising space and ensuring the advertisements are included in the weekly issue layout.

### Financial and Advertising Manager - Requirements

The Financial and Advertising Manager is required to have numerical skills in understanding, calculating and handling various amounts of money.

They must be able to assess spending and advise the management and publication roles on the need to spend the minimum. In addition they must be able to communicate clearly with outside support on the studios money matters.

Individuals must also be able to communicate clearly with both outside companies, internal distribution members and layout editors to ensure that advertising needs are met.

The role requires an ability to do business with other companies in order to acquire a revenue stream for the newspaper, a knowledge of basic advertising and its needs is essential.



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## Financial and Advertising Manager - Responsibilities

- Control, handle and act as signatory on newspaper's account
- Advise management and publication teams on spending
- Allocate funds to purchase consumables
- Research and check any purchases that need to be made
- Communicate with outside companies about advertising within the newspaper
- Work with Design and Layout Editors to incorporate advertising into weekly issues.
- Conduct business on behalf of the newspaper to set up advertising revenue

## Section Heads

### Section Heads - Role

The role of a Section Head is to manage and lead reporters who are working on a particular section.

They are essential line managers who coordinate articles and help proof, check and sign off articles for the weekly publication. They conduct similar tasks as an Editor but on a smaller scale, just within their section.

They support and offer guidance to the section, help find and order stories as well as ensure its quality by reviewing its performance each week.

Sections can be as numerous or as few as the newspaper requires, sometimes a section head may exist only for a week if there are relevant stories in that area or they may exist permanently and contribute articles each week. The number of members in a section will also vary from many in the news and few in areas such as film.

Sections may include: News, Politics, Sport, Music, Education, Employment, Entertainment, Films, TV, Art, Features, Interviews, Reader Contributions, Housing, Debate or any other subject area that is relevant.



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## Section Heads - Requirements

Section Heads require a good knowledge of all the basic journalistic skills and an ability to proof read, edit and check articles within their sections.

They need to be able to lead and manage a group of people within a section and therefore need good communication, leadership and people skills.

A Section Head needs to be able to clearly communicate on behalf of the section to other management roles such as Associate Editors or Layout Editors.

Most importantly they need to have an excellent knowledge and interest in the section they are leading to ensure that as many good stories are found and turned into articles by their section as possible.

## Section Heads - Responsibilities

- Lead, Manage and support the Section they are in charge of
- Help find relevant stories which can be turned into articles by the section
- Coordinate and plan the weeks articles with the section
- Communicate on behalf of the section
- Discuss with the Senior Editors the weekly content for publication
- Check, proof and edit articles by Section Reporters
- 'Sign off' completed articles for publication
- De-brief and review the Section with its members at the end of each week



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## Design, Layout and Picture Editors

### Design, Layout and Picture Editors - Role

These editing roles are the visual and aesthetic side off the newspapers publication, they ensure that the newspaper is has a strong readable layout, uniform design and correctly formatted pictures.

There can be any amount of these Editors though at least two of each is required for the paper to succeed with a strong visual image.

These Editors also support Reporters and Sections in laying out articles and designing headlines and logos for section headings. Photo Editors will support a Reporter in heir photography or may even act as a Photographer themselves.

### Design, Layout and Picture Editors – Requirements

All three roles require knowledge of the various software and equipment used to achieve a good visual outcome. This maybe publishing software, picture and design editing programmes or camera skills.

They need to be able to communicate the needs, formats and requirements of the papers design, layout and pictures to the whole team. Whilst it is their ultimate responsibility to ensure these parameters are met before going to print the Reporters are required to begin the layout process if possible.

They must have a good knowledge of the Printing and distribution requirements as they will have to plan all designs and layouts around these requirements, also these Editors will oversee the printing process.

These editors must also be creative, pictures, design and layout are the creative and stylistic elements of the newspapers publication and need to have style and flair to



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create a unique newspaper. A knowledge of good and bad practices in these areas is also crucial.

### Design, Layout and Picture Editors – Responsibilities

- To oversee, manage and implement the visual process involved with the publication
- Support and guide Reporters and Section Heads in organizing design and layout
- To create a strong and unique design for the newspaper and ensure its implementation and uniformity throughout the issues
- To help with picture and photography issues faced by the Reporters
- Create a strong front page image combining design layout and pictures
- To organise, test and implement a weekly layout for the newspaper
- Ensure that the overall layout and design fits in with printing requirements
- Oversee testing and printing of the weekly newspaper

### Distribution Manager

#### Distribution Manager - Role

The Distribution Manager oversees and manages distribution of the newspaper once it has been published. They ensure it gets its maximum circulation and gain and review figures on how successful the newspaper is being.

The Distribution Manager leads an ad hoc team of members from other parts of the structure in distributing the newspaper (though as the paper grows they may have a more permanent team) and must organise a rota to organise a weekly distribution team.

The Distribution Manager will be on the ground delivering the paper so will be the first person readers will be able to discuss and give opinion to.



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## Distribution Manager - Requirements

The Distribution Manager is required to be able to organise and oversee the distribution of the newspaper

They must have excellent personal skills as they will be the first person from the newspaper who a reader can question and for that reason they must also be aware of the stories and articles which make up the issue they are distributing.

They should be able to manage rotas to ensure there is a distribution team and also organise any necessary assembly of the newspaper post printing.

They should have good links with the printing process as they may have to organise more copies if distribution is extremely successful.

They should have an ability to collect data and conduct surveys in an effort to review distribution and report readers views to the newspaper management

## Distribution Manager - Responsibilities

- Oversee and coordinate the distribution of the newspaper
- Carry out an necessary assembly of the printed issues
- Rota a team to help with distribution each week
- Organise the printing of more issues if distribution is successful
- Conduct surveys and observations of the newspapers reception
- Be a representative of the newspaper during the distribution phase



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## Web Content Editor

### Web Content Editor - Role

For a student newspaper to do well it is vital they are accessible on various mediums, it is therefore important to ensure web based content as well as the actual publication, this generates more readers, advertises the newspaper and gives articles more exposure.

A Web Content Editor oversees the design and updating of the newspapers website and social media outlets. They take the issue and its articles, placing them on the newspapers website in a logical layout. They ensure the website is up-to-date, monitor comments and traffic and trouble shoot any problems.

If there is a large amount of articles to be uploaded to a website the Web Content Editor may train and support Reporters in their own uploading to the website. They may also seek contacts with other student media such as TV to allow information and content sharing.

### Web Content Editor - Requirements

A Web Content Editor must have a large understanding of web based software for uploading and hosting articles.

They must be able to manage a website (and build /buy/ use template of a correct format website) suitable for the newspapers output.

They must understand web issues and also have a working knowledge of the newspapers articles and layout.

They must be able to communicate via twitter, facebook etc. and be able to generate interest and an online readership.



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If they are supporting Reporters in their uploading they must be able to communicate instructions and must similarly be able to communicate web based comments and opinions to the relevant sections and senior Editors.

### Web Content Editor - Responsibilities

- To manage the newspaper's website
- Upload articles and keep website up-to-date
- Communicate and advertise to gain a readership using social media sites
- Monitor traffic and readership
- Support Reporters uploading articles
- Communicate traffic, comments and opinions to Reporters, Section Heads and Senior Editors
- Link with other student media such as TV to create effective multiplatform approaches

### Magazine and Supplements Editor

#### Magazine and Supplements Editor - Role

The Magazine and Supplements Editor is an optional role for newspapers who which to include a magazine or supplements as part of a centrefold or pull out option. The role is essentially a combination of all of the above publication roles as it is essentially a newspaper within a newspaper. (See **two options for a student newspaper**)

#### Magazine and Supplements Editor - Requirements



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The requirements of a Magazine and Supplements Editor are a combination of the requirements of a Section Head, Associate/Editor and Design, Layout and Picture Editor with a few additions.

The need to micro manage a small team which is essentially performing a smaller version of the overall processes and structure.

An understanding of the differences between magazine and newspaper formats; then being able to create a strong a layout and design in keeping with the newspapers design and theme but also providing its own identity.

An ability to communicate ideas and keep the Magazine or Supplement different to the newspaper (to warrant its inclusion) whilst having the same relevance and credibility as the rest of the newspaper.

### Magazine and Supplements Editor - Responsibilities

- Produce any magazine or supplements to accompany the newspaper
- Act as Editor for that magazine/supplement
- Oversee design and layout of the magazine/supplement
- Support and manage magazine/supplement Reporters
- Ensure the credibility, accuracy and identity of the magazine/supplement
- Communicate with the rest of the newspaper team on behalf of the magazine/supplement

### Student Reporter (Section, Magazine or Supplement)

#### Student Reporter - Role

The role of a Student Reporter is to investigate report and write articles on issues that affect students. They are the basis of a student newspaper and without them there would be no articles and therefore no publication

They work in Sections, divided by subjects and find and write on stories that come with in those subjects. A reporter is largely self sufficient in the investigating and



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reporting part of the article as they will research, interview write and take photos in line with the story they are writing about.

After an article is written they have it reviewed by the Section Head and then it is handed over to the publication team for layout and design formats. The Reporter

formulates the article and its contents the management team puts it through the publication process.

Reporters for magazines and supplements follow the same process as the Section reporters.

### Student Reporter - Requirements

Student Reporters require excellent journalistic skills as well as the determination, patience, tenacity diligence and will to succeed in the world of the press.

Reporters must be able to write clearly, factually and accurately and write articles without too much bias to any side.

They must be able to find stories, use informational resources, write journalistic articles and conduct interviews.

Reporters have to ask the questions on behalf of the reader and investigate issues whilst at all time ensuring they are of relevance to the student reader.

They must be able to work alone and effectively to tight deadlines, develop their own style but keep this within the basic principles of journalism and the newspapers theme and aims.

Reporters must learn the software required for use by the newspaper and have the ability to effectively use the newspapers cameras to add photographs to a story.

Overall they must be ready for anything, always be on the lookout for stories and willing to dedicate significant time and effort to student journalism.

### Student Reporter - Responsibilities



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- To research, investigate, interview and write articles for the student newspaper
- Write factually accurate and correct articles
- Be aware of journalistic best practice and avoid bringing the newspaper in to disrepute through slander, liable or inaccurate reporting
- Form the basis of the student newspaper by producing as many relevant articles as possible
- Work for their own personal, the Section's and the whole newspaper's benefit
- Be constantly on the lookout for stories
- Understand the use of informational resources and how to conduct interviews
- Learnt the basics of layout and design to assist in the publication process
- Have the ability to take photos to back up and enhance a story.
- Learn the skills to effectively use software and write articles
- Set and keep deadlines which fit in with the overall publication deadlines of the newspaper



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## Case Studies – Two Experiences from Leeds Student Newspaper, Leeds University, UK

Laura Mackenzie

### My experience as a student newspaper editor

While my time as the editor of a student newspaper has without a doubt been the best year of my life, it has also been one of the most challenging: with only ten months in the role every day is a juggling act between simply getting the paper out on the stands, and achieving all of the personal ambitions I have for the newspaper both as a society and a professional publication. Making this all the more difficult are the long hours on very little pay, the huge amount of admin work, and the people management side of things, which I had next to none experience in before starting the job. While I always expected the long hours I was not prepared for the reams of tedious risk assessments, health and safety briefings and job evaluations I would be expected to do, or for how difficult it would be to manage an editorial team of 45, and a wider membership of 300, all of whom are volunteers and thus have nothing but their own goodwill and ambition driving them.

From the off I was determined that, while I wanted the newspaper to be successful as a student union society as possible, the journalism aspect of my role should take priority i.e. getting out a paper of the highest quality each and every week. Although it is vital to make members feel welcome and part of a team – both in terms of their personal enjoyment and the effect this has on their journalistic input – essentially the point of a student newspaper is to provide budding young journalists with a training ground for realising their talent and hopefully providing them with a stepping stone for achieving their dreams. As such, I have tried to ensure that we run the newspaper as close to a professional publication as possible, and this has meant strict deadlines, strict guidelines on what we will and won't print, and never taking the easy route even if it means staying late into the night.

In terms of the guidelines on what we will and won't print I have been adamant that nothing will go in the paper if it a) isn't relevant to Leeds student readers, and b) isn't interesting. This has sometimes been a struggle to communicate to some of our



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members who only want to write about national news stories, or what's going on in the Middle East, and also to some non-members who seem to see the paper as

nothing more than a place to advertise their society/cause/room to rent for free. I have tried to resolve this by implementing a strict set of guidelines for societies, as well as always encouraging writers and editors to think of a student-relevant take on their ideas. I have also been adamant that PR companies are not going to use the paper as an easy target for free advertising for their clients and so have implemented a strict 'paid editorial only' rule from which I have only budged when I really think their pitch has a relevant and interesting news or feature angle.

## Tom Knowles

### My experience as a student Reporter

I have been a student journalist at my University paper, Leeds Student, for three years now. I started as a reporter for the paper, then became its news editor and then in my final year I was one of its associate editors, overseeing all news and long feature pieces in the paper.

Balancing your degree work with newspaper work is difficult. For the past two years, I have lived a lot of my life in the student paper office, and on Wednesday and Thursday (final print day) I was regularly working in the office until 2am in the morning. At seminars and lectures the following morning, I was often a bit of a zombie and was rarely up-to-date with my reading. But boy, was it worth it.

I've been threatened with court proceedings and violence; I've travelled to Copenhagen to witness environmental protests and police throwing tear gas; I've met the Chief Rabbi of the UK and the Nobel prize winning African novelist, Chinua Achebe; I've been held by police and been surrounded by racist thugs; I've met the Vice Chancellor of the University and countless others in positions of power around the campus and in Leeds; but, most importantly, I've met loads of students and heard their stories, and that's the most vital part of being a student reporter: trying to get the voice of students.

Actually, even more important than that was spending time with the paper team each week. When you're all in an office hunched over computers at a time when most sane students are in bed or out partying, you develop a sense of family. I've



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made some amazing friends in the paper office that will hopefully last for life. The team was far more important than any individual story I ever wrote.

As a student journalist, my role was to find news that concerns students, most of which would need to come from the area I was living in. Our student paper comes out every week and sometimes it was very hard to find an exciting front page for each week. But the key thing to remember is there is always a story out there somewhere. Anyone who says there isn't any news happening during a particular week isn't looking hard enough. As a student journalist, and journalist in general, your job is to always have your ears and eyes open for a potential story, even if that means twisting an anecdote your mates have said in the pub into something that then appears on page five of the paper. My housemates have become pretty sick of me constantly saying 'Can we write about this in the paper?', but I figured if it was an anecdote that interested me and the rest of the house, even if we didn't know the people concerned, other students would find it interesting too. Your friends are a good litmus test for a student paper, watch what news pieces they linger on or read all the way through or flick too first when they look through your paper, and then learn from this.

Another trick is to turn a piece of news that might be a bit mundane into something more substantial by being creative. For example, one week, we were struggling to find a news story for the front page. We had a male student who had been mugged and attacked at night whilst walking through a park with some friends, but that wasn't enough for a front page. Students get robbed all the time. However, when I interviewed the student involved he kept saying it was his fault and he hoped others would learn from his mistake. We decided to turn the piece into a 'warning' news story and our front page headline was 'Don't Make My Mistake.'

Over the years I've also learnt to remember my audience. It is easy to become consumed in the world of student union politics and forget that a lot of people don't know or care about this stuff. Student stories should never be exclusive. Remember to not to take your role too seriously and look out for news pieces that are a bit more unusual, or something that isn't so run-of-the-mill.

A lot of people I've tried getting information from for a particular story attempted to swat me away as not worth their time because I was a student reporter. My advice?



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Keep pestering. These people are usually pushing you away because they've got something to hide and are embarrassed that a bunch of students have found out about it. In fact, just keeping pestering in general. So many of our writers come back to us saying their source never got back to them and they haven't got any quotes for a story. This is usually because they've sent an email rather than phoned. Always,

always try and contact a source by phone. They can ignore emails a lot more easily than someone repeatedly ringing them.

However, this also works the other way. Just because you're a student reporter, it doesn't mean you can get away with anything. Be careful what you say, a student paper rarely has enough money to handle a court case if they're sued. Make sure your facts and sources are water-tight, especially if it's a controversial story or is possibly ruining a person's reputation. If you're not confident about a fact, take it out, however good it sounds. It's not worth the bother, trust me.

Mistakes will be made however. We're not professionals (yet) and we're not being paid, they'll be typos, misquotes, bad grammar, and stories that completely miss the point. Learn from mistakes and then move on, no point dwelling over this stuff. But do always check over your work three or four times before putting it on the page. I still recoil in horror at a story I wrote and then didn't bother to look over again before putting it on the page. It was about a student who had been brutally murdered by a heroin addict. Let's say the student's name was Joe Bloggs, I wrote: 'Joe Bloggs was stabbed 15 times with a kitchen knife in his bedroom. Fleeing from the scene, the murderer Joe Bloggs made a get-away from the house on a stolen bmx.'

No one checked my story, it went to print, and, needless to say, this did not go down well with students the next morning...

I approached my role seriously but without taking myself too seriously. Being a student reporter is seriously hard work, especially when you're balancing other academic work on top of it, but it provided me with some of my best times at university. That buzz you get when you see your work and others in print, knowing if you and the team hadn't been there, students wouldn't be reading their paper that week, is simply incredible.

Student reporting matters. Don't let anyone tell you otherwise.



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## Two Options for a Student Newspaper

When establishing as a newspaper you first must establish what kind of newspaper you want it to be, coming up with a design and concept that is going to influence your layout, content and general image. The following two concepts are examples of different ways of approaching a student newspaper. They both have their merits and are equally viable options.

### A Traditional Newspaper

A traditional tabloid newspaper is still one of the most accessible and easily recognised formats in journalism. It is informative, covers many subjects and focuses on text separated by pictures. A newspaper like this is one of the best options as it forms the basis of nearly everyone's understanding of print media whilst its design and layout are simple and effective.

#### Format

- Front cover: strong simple name, large catching headline, clear picture, part of lead story, hints of content inside.
- First two pages: lead story, editorial comment, brief contents, short articles and contact/position list of management and senior newspaper personal
- Main content: continuation of articles, news, entertainment, features, politics etc. debates, interviews and reader generated comments it is usually traditional to finish with sport or lighter articles.
- Middle of the paper: the two page can be used for features which change every week, or a recurring large section of articles.
- Articles are mainly text in several columns supported by pictures. Articles can take up a whole page, half a page or just a small section.
- The same fonts are used throughout and if colour is being used, different text colour or coloured banners can point out different sections or articles.



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- The paper can be any size, binding and quality but a 'tabloid' size of a double page spread of 430 x 280 mm (16.9 in x 11.0 in), is the most common on 45-80 GSM paper which is folded to be loose bound
- The page numbers and overall size of the paper is determined by the input of the newspaper team but 20 pages a week is not uncommon for student newspapers

### Content

- The front cover needs to grab the attention of the reader and for this reason needs to run the most gripping story of the week. This has to be decided by the Editor and Associate Editors, a story is picked based on its value, appeal, relevance and ability to attract attention, a good picture is needed to add to the value of the article and front cover. The story is subsequently followed up as an article and may have comments, other articles debates or interview articles on the same story.
- The opening pages are usually crowded, but this is for a reason; it gives the reader short articles which will further their interest and the relevant information of the paper such as the Editors contact details or who is in charge of the sports section. A news in brief section is a good tool to bullet point the weeks going on and act as a contents section. Editors may also comment on the week's goings on to show their/the newspapers stance on certain issues.
- Articles follow a similar format of columns of text with pictures, taking up various sizes depending on the articles length. The articles are fact heavy and aim to get across; the who, what, why, where and how of a story. Articles tend to get the facts across early for casual readers and go more in depth as the article continues for readers with a keen interest.
- Articles can be represented in sections, the most obvious is the news which will cover any area of news but in addition politics, sport, entertainment, film, music, science, art, employment, lifestyle, housing, education are all worthy of sections. These can either be as regular weekly features or sections/articles that appear every time there is a relevant article for the subject.



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- Features are dedicated articles or a selection of articles on a special subject for example student employability; these features may take several pages or a two page spread and are changeable each week.
- Content can also include more focused articles such as interviews or personal stories. User generated content is also good, such as letters, comments and

opinion. Similarly a subject could be debated by two reporters writing a defence of one side of the argument in vs. style debate article.

- Advertising appears throughout usually as half page or quarter page sections
- A newspaper usually ends with sport or lighter news such as entertainment, the articles approach is still the same in putting across information it is just the subject matter is different. Newspapers need a strong finish and good back page images and stories are equally as valuable as on the front page, not everyone will see or start the paper from the front!

### Quality Standards and Risks

- A traditional newspapers main aims for quality are that it produces good journalistic articles, factually accurate information and relates all its contents back to the reader.
- Grammatical and spelling errors should be avoided at all costs they make a newspaper seem poorly edited and unprofessional
- Factual inaccuracies present the paper in a bad light, in the best case the paper looks poor and unprofessional, in the worse case it comes across as offensive and potentially libelous
- While newspapers rely predominantly on text, pictures must be clear and well positioned with poor photography and picture editing the text and information of an article is let down.
- A newspaper requires a simple and effective design/layout and it being used repeatedly. There is no point changing the design each week as there will be no regularity similarly, use different colours or layouts for different sections, rather than different fonts. If there is no standard font a newspaper looks disjointed and uncoordinated.
- A paper requires a good supply of stories, articles and effort for success. Whilst volunteers have no control over stories it is their job to go out as reporters and find them, without this no articles will be generated and the paper will be empty. Effort is behind the success of a student newspaper and



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working through the pressure of deadlines to publish a weekly issue but can easily be achieved by teamwork and a group effort.

### Success Factors

- A newspaper of this style can be successful for being packed full of information which is relevant to its target reader; students. It presents news in a simple and recognisable style which has been tried and tested by students and the media around the world.
- The familiarity of a newspaper style attracts readers because being instantly recognisable and accessible, it does not appear to specialist nor does it seem to high brow or simplistic
- A newspaper style uses the cheapest possible style of paper binding and quality and is versatile and easy to distribute.
- A traditional newspaper style allows as many Reporters as possible to contribute to each issue as it can fit a lot of content into its divided pages.
- Can easily be divided and uploaded as web content

### A News Magazine

As the media becomes increasingly multi-platform with web content becoming the dominant form of communication some have predicted the death of print media. There are ways of combating this, knowing that mass news information is available online, some student media groups have concentrated on a smaller amount of articles and stories, with much more investigation and focus, developing these into a glossier and picture heavy magazine style.

### Format

- Front cover; single large cover size picture, name and magazine tagline and headline
- Opening Pages: Full contents and explanation,
- Main content; 6-12 articles all covering several pages
- Articles are longer than a traditional newspaper and are supported by lots of pictures. Articles can take up several pages and pictures may dominate over half a page
- The same fonts are used throughout but colours and article headline fonts may change with the subject of a story.



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- The paper can be any size, binding and quality, but magazines tend to be glossier than newspapers and are printed on higher quality paper and are staple bound, generally they are smaller than a newspaper.
- Page numbers and size vary massively but this is more controlled by pricing of the higher quality materials than amount of content.

### Content

- Similarly to a traditional newspaper the front cover needs to grab the attention of the reader and for this reason needs to run the most gripping story of the week. This has to be decided by the Editor and Associate Editors, a story is picked based on its value, appeal, relevance and ability to attract attention however unlike a traditional newspaper a picture, or metaphor picture may be used with a single headline, It is the picture not the headline which is trying to entice the reader. None of the article appears on the front cover the story is subsequently followed up as an article within the magazine, but not necessarily as the first article. In some situations the whole magazine may be concentrating on one issue so the picture will reflect the subject of that particular week, fitting in and representing all the articles which are in the magazine.
- The opening pages are usually clearly laid out showing the contents and a small explanation of each article, often small picture will accompany the articles entry on the contents page. It gives the reader a clear guide to what will be in the magazine. A news in brief section is a good tool to bullet point the weeks going on covering the areas which will not be addressed in the magazine. Editors may have a whole section where they outline the contents of the week's news magazine.
- Articles follow a similar format of columns of text with lots of pictures; it is common to have a collection of pictures taking up various sizes at the centre of the article. The articles are still fact heavy and aim to get across; the who, what, why, where and how of a story except they do it in a longer style. Reporters may make articles more personal and take longer to explain facts; there is also more room for interweaving a reporter's experiences and investigations into the article.
- Articles can still be represented in sections, the most obvious still being the news which will cover any area of news but in addition politics, sport, entertainment, film, music, science, art, employment, lifestyle, housing,



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education are all worthy of sections. Again these can either be as regular weekly features or sections/articles that appear every time there is a relevant article for the subject. The difference is that the sections will probably have only one lead article and a small summary of other news in that sections area, this usually means more than one person would have to work on an article if the team is very large.

- Alternatively the whole news magazine may be given over to one section or subject and all the articles are investigating the same story, or subject from different articles an approach adopted to be heavily focused on one key areas of student life.
- The featured/ lead story may appear at any point in the news magazine and may take up the centre fold as the middle and thus main focus story.
- Content tends to be more personalised and will feature a greater amount of interview articles than a traditional newspaper.
- Advertising appears throughout though can take up larger amounts of space up to a whole page, in wider magazines page edge/margin advertisement can be used.
- A news magazine usually ends with a lighter article or standalone interview. The back cover usually contains an advert. In the final pages it is common to credit the contributors to the magazine and its editing staff.

## Quality Standards and Risks

- As with traditional newspapers the main aim is for quality, producing good journalistic articles, factually accurate information and relating all its contents back to the reader.
- Grammatical and spelling errors should be avoided at all costs they make a news magazine seem poorly edited and unprofessional.
- Factual inaccuracies will present the magazine in a bad light, in the best case the magazine looks poor and unprofessional, in the worse case it comes across as offensive and potentially libelous.
- A news magazine requires brilliant photography and picture editing for its style and layout. Photos may even need to be staged if highlighting a key issue, interviewee or wanting a representative metaphor photo. To this extent the role of a Photographer and Picture Editor is greatly increased in a news magazine.
- A news magazine focuses more on aesthetics than a traditional newspaper, styles may vary between articles and the layout is less uniformity.



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Furthermore the layout will change between weeks depending on the number and style of each article. This allows a greater degree of variation but requires a good contents section to keep readers informed of where things are in the magazine.

- A magazine is similar to a traditional newspaper as it requires a good supply of stories, articles and effort for success. Whilst volunteers have no control over stories it is their job to go out as reporters and find them, without this no articles will be generated and the magazine will be empty. Effort is behind the success of a student newspaper and working through the pressure of deadlines to publish a weekly issue but can easily be achieved by teamwork and a group effort.
- One of the main risks of a news magazine is that it puts too much focus on pictures and glossy aesthetics, whilst it still requires excellent journalistic skill there are fewer articles so there is less scope for large numbers of volunteers becoming involved.
- Similarly if the news magazine focuses on a single subject it can alienate a lot of potential readers by being too narrow focused.
- Costs have to be considered, a news magazine will require better quality printing paper, binding and coloured ink, this can potentially limit distribution.

## Success Factors

- A news magazine can appear stylish well planned and full of good journalism, whilst not having as much content or amount of articles as a traditional newspaper.
- It can present subjects in great depth and explore a story more thoroughly than a newspaper; it is also less time dependent than a newspaper as articles can be from recent news rather than that week's news.
- Magazines are attractive and easily accessible, with a clear contents section they are very accessible to the reader.
- The higher quality nature of magazines attracts advertisers as they know their advert will be published at a high quality.
- A news magazine needs to be distributed carefully as they cost more to produce, this requires a strong marketing policy and distribution scheme
- More focus and support needs to be give to Design/Layout Editors and Photographers/Photo Editors as they have a great deal of control and input into the success of the magazine.



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- If attempting a magazine on a single subject this has to have good marketing and relevance to the student audience on many different level to avoid becoming too much of a niche publication.
- Can easily be divided and uploaded as web content with greater focus being put on the individual articles.

### Summary

Either approach has its merits; traditional newspapers are great at getting lots of articles and information out on a weekly basis, while news magazines allow a greater focus and chance to explore a smaller amount of articles to a greater depth. Traditional newspapers allow a good simple design, where as magazines focus on aesthetics. Magazines are good for smaller teams where as traditional newspapers thrive on having a large group.

Ultimately the decision comes down to the team in what style they want to adopt. Test both, read similar style publications and decide what you like and do not like. Consider the reader and market research what is it they want to see? What option fits best with the outlook and aims of your team?

When deciding run off drafts of different ideas consult the whole team so they can help in the decision making process and so they know what layout they will be using.

There is of course another way, do both! Many newspapers have supplements and it is possible to incorporate a shortened magazine as part of a traditional newspaper. This can either be as a glossy pull out or as the centre 2/4 pages. This gives you the option to have more in depth articles with many pictures etc. as part of your newspaper and the magazine can be on any subject. It could be as part of an in-depth look at a particular subject, the location of the lighter news, entertainment etc. articles or something completely different all together.

That approach is common with both students and conventional newspapers; it attracts a wider readership and varies the reading experience. It has educational merits as it allows different styles of publications and journalism to be explored. As I mentioned in the roles and positions it essentially leads to a newspaper within a newspaper and its establishment, management and publication is just a smaller scale version of the overall newspaper process I explain in this guide.

Throughout the rest of this guide I will explain the process and publication of a conventional newspaper, if a magazine is being attempted it follows pretty much the same processes with the differences noted above. If attempting a magazine with in a newspaper use the role and responsibilities outlined earlier and during the various



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processes and explanations consider the magazine and its management as part of the Section and Section Head structure.

## Lessons from Existing Student Newspapers

### Positives

#### Powerful and Influential

Student Newspaper has time and again proved to be a powerful movement. In the UK it has contributed to strikes, questioned politicians, lead to resignations of university figures and held university and public figures to account. If done well it can have excellent circulation and become part of the student culture, questioning and representing their issues and concerns.

#### Freedom of the Press and Editorial Independence

Successful student newspapers thrive due to editorial independence and freedom of the press. If the paper is not allowed to openly question and investigate in a professional and journalistically correct manner the point of its creation should be questioned. The newspaper requires the ability to be able to openly criticise and investigate issues which effect students and the leadership of the newspaper needs to be free from any controls or restrictions on its content. This is not to say a paper should be given a complete free reign as there will always be outside support and influence from project leaders, professionals or the universities; but it should have the ability to act with independence,

#### 'Easier' than TV

Arguably a student newspaper is 'easier' than student TV, that is not to belittle the work of a student newspaper rather to highlight the lack of vast amounts of



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processes and technical requirements a student TV studio must do compared to a student newspaper. This can work in a newspaper's favour, it can seem far less daunting to sit and write an article than it can to create a news programme and this can be a good pull to attract more timid or shy volunteers to participate.

### Can link to TV

There are fantastic opportunities for student TV and student newspapers to work together, in the day of multimedia and multi-platform journalism the need to back up stories with videos, documentaries etc. is a key concern of print media. Student

newspaper can therefore benefit from student TV news and form links on similar articles. Similarly sharing journalists and resources can create a much better article or news programme than if a journalist was working alone. Websites are boosted by the sharing of content and each student's media's deficits can be covered by working together. Furthermore it gives each side an increased audience and coverage.

### Tactile and Traditional

Short of standing in the street shouting a newspaper is one of the oldest forms of communication. Unlike student TV which requires a massive different approach, student newspapers' merits lie with its accessibility due to its similarity with what exists already. The fact a paper can be picked up and read, thrust into your hand or carried round with you makes it far more accessible than student TV which requires access to a computer at a certain time, or effort to sit and watch a programme. It is also a rewarding feeling to hold a finished publication at the end of a week and see others reading your work. The fact readership can be viewed also makes surveying and studying readership an achievable and worthwhile option. Furthermore it is readily accessible not only for someone wishing to read it, but also for suggesting, interacting and writing in. Letters, comments and interactions are much more forthcoming in a paper environment, its traditional and thus insights interaction more readily, especially if this is encouraged and facilitated through websites and social media.

### More Freedom for Opinion

News shows on TV must be neutral; it is unprofessional to be over satirical or opinionated unless the show is specifically aimed to be a humorous satire of the news. TV news has to be matter of fact and unbiased. A newspaper while still



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presenting an unbiased approach of the facts has also the ability to comment and put forward a more subjective viewpoint. It allows a more pro-student bias. This is not to suggest unprofessionalism but it is to allow a newspaper to support and win over students by presenting their view and worries, something that is ignored in mainstream print media.

### Advertising Revenue

Advertising revenue is a source of funding and can easily be achieved by clever management and links with potential revenue sources. The ability to offer a platform

to advertise directly to students is very attractive to bars, housing, university courses etc. and by contacting the right companies a successful income can be created. Advertising is easy to include in the format of a newspaper and can be sold at different rates for different sizes. In addition companies will often have premade templates and logos making the work required to insert an advert fairly simple. There are also hidden benefits of advertising, for example advertising can be exchanged for an interview or access to a company or location. Even simpler advertising can be in exchange for free products that can be reviewed or morale boosts for the members. Leeds Student Newspaper receive free takeaway on a Thursday night as they work late before publication day in exchange for advertising the takeaway for free. However always avoid becoming too heavy with advertisements, your paper ends up looking like another free sheet of deals and adverts and loses the credibility it deserves; also the wrong kind of adverts can affect a papers image, one cannot promote or investigate healthy living if it is full of alcohol, and takeaway adverts.

### Both Journalistic and Entertaining

A student newspaper can attract readers by being both a hard hitting journalistic and entertaining publication. A newspaper has room for articles which are both news and entertainment based. Sport, music, events, food, films and games should not be overlooked as they bring in a diverse audience and are key parts of a student's life. Similarly a student newspaper can have a humorous edge, as this is an effective way of showing its difference to mainstream print media. Overall do not feel that student papers should try and be word heavy, entirely serious publications as this will miss the needs and desires of its targeted readership.



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## Student Focused

As with any type of student media, its success lies with the focus on student issues and keeping the main focus on the readers concerns and interests. Student life and student issues are full of different situations and challenges, anyone of these can be the source of news or content for a paper. Always remember who the reader is and if an article is not relevant to students, it probably should not be in the newspaper.

## Negatives

### Needs to Modernize

Student newspapers can sometimes rely too much on being just print media and not accept that the world is becoming more digital and moving more to internet based news and videos. Student newspapers need to recognise this trend or face being an old fashioned and outdated medium. Good web content, use of social media and links with student TV all help newspapers avoid becoming outdated.

### Can Go Too Far

Sensational journalism should be avoided, it makes a student newspaper lose credibility and seem to be limited in its articles and approach, having to rely on shock and misleading headlines. Student newspapers in the UK have sometimes gone too far, being too biased towards presenting students in a good light or providing zealous one sided political commentary. Whilst comments and observations are encouraged avoid becoming a militant or one sided news source as this will alienate readers. Similarly avoid using shock and sensational stories to boost readership.

### Poor Quality

Student newspapers suffer from a lack of quality, far more than student TV does. Limited technical quality, whilst damaging to student TV is a lot more accepted and does not always block the idea being represented. A student newspaper done poorly has much fewer redeeming features. It is important then that all manner of care is taken in publishing an attractive, well laid out, factually and grammatically correct



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newspaper. Readers also like familiarity and having a newspaper that changes its design and style weekly, will alienate readers; pick a sting style and stick with it.

### Needs a Strong Editorial Team for Control

Student newspaper requires good solid leadership, this is similar in student TV, but student TV has lot more room for trial and error. A newspaper is a fast paced publication and thus needs good Editors to be able to order, edit, and review that output to produce a quality publication. Without a strong editorial team, a newspaper just becomes a group of people writing articles and they often get thrown together in

an ad hoc manner. Editors provide guidance, criticism, structure and most crucially a quality control element that a successful student newspaper requires.

### Can be Advert Dominated if Revenue is a Problem

The need for revenue to keep a newspaper running can lead to an unfortunate domination by advertisements. This can make the paper lose credibility as it becomes just a few articles separated by adverts. Careful money managing and correct placement of adverts are vital to ensure a readable newspaper.

### Needs Large Numbers to be Printed

The drawback to a newspaper's tactile end product is that large numbers need to be printed for them to achieve distribution this can have financial and practical implications. Whether having newspapers printed on site or by an external press company large numbers are required to achieve a good level of circulation. A way to control this is by having a dedicated distribution team to ensure papers are located in logical places to attract attention; student bars, cafes, lecture halls etc. Furthermore it is important to openly distribute newspapers by hand so that people do not just walk past a stand of stacked newspapers, especially in the opening weeks of the newspapers existence.



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## Processes

Student newspapers as with conventional newspapers are dominated by processes, everything is controlled by a continued process of finding stories, investigation, writing up an article, editing together the paper, printing and finally ensuring distribution and then the whole process begins again.

This section will therefore highlight some of the necessary process and outcomes a newspaper should adopt to get the maximum out of the time and resources they have available. It shouldn't be forgotten that as volunteers the members who contribute to a newspaper will have other commitments; a strong set of common practices and weekly structure are vital so that valuable time is not lost in trying to work without a set process or structure for investigating, editing and distribution. This is even more apparent in a publication environment, as it requires a quick turn round in order to produce an up-to-date and relevant newspaper.

To this extent the following processes will be looked at:

- Weekly Structure
- Informational Resources
- Publication Process
- Individual Articles (including guidelines for an article and interview)
- Deadline, Printing and Distribution



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Also to give an example of two desirable outcomes a formal newspaper and informational magazine will also be examined in the following section.

However it is first important to consider how the newspaper should set up in its first weeks of existence.

## The First Few Weeks

Every student newspaper develops at different speeds but as an example let us consider that the newspaper has already got the necessary funding, space and facilities, has a sizeable group of willing volunteers and wishes to begin publication and distribution as soon as possible.

- Organise first mass meeting  
This is an important social exercise as much as it is necessary for the newspapers success, it is a chance for people to meet, air ideas and get to know each other before the serious business of producing a paper takes place.
- Hold Workshops, Training and Practice Sessions  
As soon as possible get people using the equipment and technical infrastructure, this is a time to try out ways of writing, layout and story finding without worrying about deadlines. Use this time to begin to design layouts and styles for the newspaper as these will become useful in developing the image and newspapers approach. This is also an important time to find out peoples strengths and weaknesses and encourage those who have strong potential to consider initial leadership roles.
- Elect Management  
For the studio to be successful it will need student leadership from the start, it is important to agree on the leaders roles and hold democratic elections for people to put themselves forward in leadership roles.
- Conduct Reader Research  
Find out what students want to read about, they will be the reader, get out and ask them what interests them, and what does not. Establish what they like about newspapers and what they do not, question them on styles, designs and concepts to produce results on what the reader wants to see.
- Develop a Style and Identity  
Develop, design and pick a layout and style for the newspaper. Use as many suggestions and ideas as possible to boil it down to the best format. Discuss



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and decide on what concept the newspaper will take consider all options and results from audience research, most of all consider:

- What do students want to read about?
- What style do they want to see it?
- What concept and approach is best to achieve this?
- What will provide the best level of quality to the newspaper?

Consider a strong name to create an identity, make it snappy, recognisable and linked to students and the local region. Identity and branding are as important to the teamwork and unity of a newspaper as they are to advertising it, getting everyone behind an identity is a great way to add a social element to the creation of a newspaper.

- Design How Many Sections are Required and Appoint Section Heads  
Based on the chosen concept choose and structure of the sections required, appoint or elect section heads. Use the sections as a start point for the rest of your articles, get members to practice writing for different sections. This is a

good chance for people to find out what areas interest them and start to create teams for the sections.

- Hold Idea Sessions  
As part of creating the sections get people taking and circulating their ideas whilst encouraging the development of styles and themes of the different sections.
- Encourage the writing of Simple First Articles  
Start small and build up, encourage people to try out their ideas in short snappy articles that can be expanded in later weeks.
- Organise Advertising  
Establish contact with companies for potential advertising revenue. Explain the target readership and the uniqueness of being able to directly advertise to students in a student media publication.
- Plan and Advertise the First Issue  
Set a time and date for the first publication and circulate this around as many students as possible, make an event out of this, after all it is the first ever issue by the newspaper! Once the date is set this then shifts the newspaper into a structure for publication (see **weekly structure**) deadlines and time relevant news stories are now part of the process.
- Focus on Producing Articles for Sections  
This is a chance to work under the pressure of a deadline for the first time, there will be problems but do your best as this is the first time the newspaper has aimed for a publication. Try and find at least one story for each section but also write about what the section wants to provide the reader in later weeks.
- Commence the Publication Process



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(See **publication process**) Try out the publication process for the first time, there will be problems such as experience, getting to grips with the technical infrastructure and general mistakes but endeavor to find good relevant news stories, have a good front page story and use the style and layout that was agreed earlier.

- Print and Distribute

(See **deadline printing and distribution**) Make sure you hit that deadline then roll out the newspapers from printing, if printing on sight stagger printing based on success of distribution. Make an event out of distribution, you want to create hype, old fashion costumes and newspaper criers for example are a good way to attract attention. Distribution has to be in people's faces, for the first issue, thrust it into people's hands and be ready to explain and advertise what it is.

- Follow the First Publication with a Social Event

The first few weeks will have been busy and hectic; the members will have all deserved a drink. This is a very important consideration it helps foster team work, morale and encourages friendships within the newspaper structure.

- Debrief with Different Teams and then all the Members

What worked well, what did not work well? Go over the issues of the first couple of weeks and recognise problems, successes, ideas and suggestions from everyone in the studio. Incorporate this into a strategy. Go through the first issue and be ruthless, highlight mistakes, weak areas and develop ways to improve all aspects of the paper.

- Management Form a Grand Plan

Consider where the newspaper should be in: 2 weeks, a month, 3 months, a year. Consider the success and problems of the first few weeks and incorporate this into a strategy for how to improve.

- Commence the Weekly Structure

The weekly structure will be demanding and once the first issue has been distributed it will have to be adopted and maintained. Only commence your first issue when you know you can follow it up with the weekly publications. Constantly review your work and always be on the lookout on how to improve. Accept mistakes as a part of the learning process and point these out where necessary.

Overall the problems and issues of the first few weeks are part of the whole experience. Remember that even though there is a management hierarchy, it is about working together and management rather than the top people having all the solutions. Some problems encountered will be the same as any other student newspaper the world over, others will be unique towards your newspapers situation, work the problems and learn from them.



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Always remember when establishing the newspaper, whilst it is a fast paced, intense environment, fun, teamwork and motivation need to be at the heart of everything; without this the members will find it an unpleasant, chore like situation and not enjoy it for its benefits and experience.

## Weekly Structure

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Newspaper (Whole Organisation)	All Member Meeting			Deadline Day	Publication Day  Debrief  Social Event		
Editor and Associate Editors	Group Meeting to generate agenda for All Member Meeting  Support Section Heads  Plan and coordinate	Help find stories  Support Section Heads	Help find stories  Support Section Heads	Order articles and establish lead story  Provide editorial comments  Oversee and support editing	Oversee printing and distribution  Organise read through, analysis and de-brief of the issue	Support Section Heads	Support Section Heads



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	the weeks content			assembling and proofing of the issue			
Design,Layout and Picture Editors	Support Reporters in photography and picture editing needs	Support Reporters in photography and picture editing needs	Support Reporters in photography and picture editing needs	Organise layout of newspaper, select lead pictures, proof layout for printing	Test printing and oversee printing	Support Reporters in photography and picture editing needs	Support Reporters in photography and picture editing needs
Section Heads	Identify weeks potential stories at meeting	Support Reporters	Support Reporters  Begin editing together section	Support Reporters  Edit together section  Inform Editors of final content	De-brief and analyse section	Begin search for next week's stories	Begin search for next week's stories  Support Reporters
Reporters	Interview, investigate and build facts on a story	Acquire or take photos for article	Write article	Edit, structure article in line with section layout	Analyse own work and de-brief with section	Search for a story	Research a story
Distribution	Ensure distribution of newspaper	Review distribution		Find out lead story for distribution	Print newspaper and go to distribution points  Ensure distribution of newspaper	Ensure distribution of newspaper	Ensure distribution of newspaper
Advertising	Confirm advertising	Confirm advertising	Confirm advertising	Place Adverts	Analyse advertising		



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	for coming issue	for coming issue	for coming issue	within the layout			
Web Content	Update old web content	Update old web content		Advertise upcoming issue	Use social media and website to promote the week's issue	Upload stories to the web.	
					Upload stories to the web.		

The weekly structure shows how demanding and tight the schedule of a weekly issue is. Many different positions need to be working on their individual responsibilities to ensure the whole structure continues to function. Some of this structure has been stretched out, for example a Reporter may do all the activities shown above in one day. What is important then is for the main part of the newspaper; the articles and those who write them to have a structured process for their creation to ensure that the publication is not hampered by wasted time or confusion of responsibilities.

The weekly deadline is the cut off point for the newspaper, it is the time that the layout and issue must be finished. When controlling your own printing there is a greater degree of flexibility but it is still important to have it the night before distribution, as this ensures the issue can be printed and ready to go early in the day. (See ***deadline printing and distribution***)

The structure of the week is best understood when combined with the role and responsibility of the various positions and the publication, deadline, printing and distribution process outlined below.

Before the processes can be outlined it is however first prudent to consider where stories can be discovered before they can be turned into articles.

## Informational Resources and Finding a Story



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The three traditional methods for gathering information for a news story are through interviews, observation and document/internet searches. These are the best resources you can use to find information on potential stories.

## Interviews

Want to know what's happening? Find people who know and talk to them. The best sources are people who were or are directly involved in the incident or subject that you're covering.

Introduce yourself and say for whom you are writing. If you are recording the interview, be sure to ask permission first. It is illegal in many places to record someone without their consent. If you are unsure of your ability to take accurate notes, record the interview. Start by getting the source's name, and its spelling, as well as his or her official title, if it is relevant to the story.

Ask questions that cannot be answered with a 'yes' or a 'no'. Instead, ask people to describe the incident or situation. Listen as they respond and imagine what additional information a reader would want to know. Then ask follow-up questions to get that information.

Don't get intimidated and feel afraid that you are asking 'dumb' questions. If your source says something you do not understand, ask them to explain it in simpler terms. If something a source says does not make sense to you, say why and ask them for an explanation. If you don't understand something, your readers likely will not as well. Always be polite and respectful when interviewing someone, but respect your readers as well. Don't allow a source to intimidate you into not asking tough, appropriate questions.

If you don't know who to interview, search the internet for sites/companies or locations where you can find experts to interview on a wide range of subjects. If you end up dealing with a publicist, don't let them lead your questions. Let them help you set up interviews and obtain information, but come up with your own questions and ideas for the story. If you have to do a phone interview be sure you have a suitable location to do it in, this may not be a busy newspaper office!

## Observation



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Your five senses can provide the details that help make an otherwise dry story come to life for a reader. Even if you are ‘just’ doing an interview, make a note of the setting: What did you see? Hear? Smell? Feel? Drop those details into your story to help bring your reader into the place and the moment from where you are reporting.

Be careful, however, not to load your story with gratuitous detail that demeans or insults your subject. We don’t need to know what colour the interviewee’s hair is, unless it is relevant to the story.

Often within the university campus, there will be posters with information of forthcoming events; these can be very useful for gathering ideas for news stories. For example a local celebrity attempting in a record breaking event might be well publicised. However you must also be aware that for some events like this, there will be a large PR company behind it – thus they will want coverage. You must be certain that you are reporting on the event because it is newsworthy, not just because it is a local celebrity (as this would fall under the entertainment category – although you

may choose to have a ‘soft news’ or celebrity and entertainment section within the paper or in the style of a pull out magazine). It is important to be actively looking for your next story all the time, researching through people telling you what posters or information they have seen to documents and flyers you come across yourself. Be careful to plan dates of any such events in advance so you do not miss out on a good opportunity!

### Looking through documents

Online reporters can find thousands of stories lurking within public data. Government databases on crime, school test scores, population statistics, accident reports, environmental safety and more can keep a motivated writer busy for years. Websites like The Smoking Gun attract thousands of readers a day simply by publishing fresh, interesting, quirky news found in public records. Documents also provide a great way to fact-check statements made by an interview subject.

If something is public record, any member of the public has the right to inspect it. You need not work for some major news organisation to get access. That said, manners go a long way in getting people to help you. Ask nicely and be genuinely kind to the people working in government offices who get records for you.



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But you don't need to leave your home to start inspecting official data. Go online and look through some of the sites linked from Power Reporting.com to find documents on the topics that interest you.

Journalists often use computer-assisted reporting to find trends in large datasets, including budgets and crime reports. If you know how to use programmes like Excel, Access and MapInfo, you can cross-check any number or interesting public databases, such as a list of school district employees with criminal convictions. Or you can use mapping software and police traffic reports to find the intersections with the most accidents. Or to find the most common speed traps.

No matter which method you use – and you should try to use them all on each story – you want to find information that illustrates and explains the issue or incident you are writing about. It's basic nature to start with an assumption of your own, but look for information that challenges or contradicts your assumptions. Don't just 'cast' a story, looking for quotes and data that only supports your opinion, while ignoring information that doesn't. Great reporters cycle through the process many times in

pursuit of their stories. They go back and do more interviews, look for more documents and spend more time observing as their initial reporting leads them in different directions.

Universities often have press departments who can provide you information on any story related to the university, similarly they will also allow you access to the documents that have the relevant data that may back up information gained from an interview or report by faculty staff. Even better some universities have news sections on websites where news can be found. Find out who deals with news issues at your university this will be an invaluable person to become friends with.

Check, check and double check your facts. Try not to make mistakes when transcribing an interview, copying data from official records or describing something you've seen. Everyone makes a mistake at some point, but that does not excuse carelessness.

### How to find story ideas

An interview with an interesting expert, presented in a simple question and answer format, provides a great way to get started in reporting. Beyond that, keep your eyes open when reading the newspapers, message boards and blogs you are likely to find



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issues that other people are talking about. Read Newspapers, listen to the radio, watch TV, talk to fellow students all these areas are good sources for news.

As you go through day to day life and keep asking yourself, "Would my readers find this interesting?" You might be surprised how often the answer is "yes".

Finally, invest in a paper notebook and carry it and a pen with you everywhere. Take notes whenever you speak with someone or find something you think might make a good item for your newspaper.

**Remember** – observation is essential. Listening to other news output is the easiest way to find out about events. By getting into a habit of watching other news output and reading other newspapers on a daily basis will enable you to be able to spot potential stories quickly when they arise!

Found a story? Can it be approached by more than one article? Perhaps there is scope for an overview article, a background historical article, an interview article and

future prediction article; all on the same subject. This can be an excellent way to engage a team or section into a story.

## Social Media

With a rise in the number of students familiar with the internet and making use of it through social networking websites like Twitter, Facebook, MySpace and many more, creating your own social networking group within one of these websites may be a great idea to stay in contact and post links to news stories you see that might be good to cover. Creating your own group within one of these sites gives you the scope to quickly contact a larger amount of people, and is particularly helpful if you know that you cannot attend the event to report on it – as someone else might be able to.

You can also use websites like Twitter to 'follow' other people's 'tweets' which might lead you directly to a story. For example a friend/neighbour's simple post asking why there are so many police sirens or commotion in a particular area might indicate that there is a potential story breaking. In this case you can obtain the initial basic details from the source that posted the comment and head down to the incident yourself to find out more, conduct interviews with those involved and create a news story.



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Following larger organisations on social networking sites is also a good indicator for stories and events as they will often post a comment about upcoming events. This gives you a starting point for you to do your own research and build up your own contacts about the incident. Adding or following your local radio stations and TV channels as well as independent media groups such as Reuters are good ways to obtain this information – especially as they are sources you can trust.

Individual blogs on websites may also be a good lead to a story, or give another person’s viewpoint for an existing story – however when looking at posts from the general public you have to be aware of their motives for posting the blog. Are they involved in the action group that is trying to raise money? If they are, then you must be careful to analyse what they are saying taking into account person bias. Other sources and documents will be to be looked at if this is the case to establish the facts.

Keeping your own social networking page up to date is essential. This can be seen by many, and people with further information may chose to contact you or choose not to contact you on the basis of how up to date your own set of information here is.

Social networking websites are increasingly becoming the fastest and easiest way to contact your audience – so posting teasers of stories on your page is a great way to engage with a wider audience and get more readership. It is also vital for your own checks, to ensure that you are writing about issues that your student audience is interested in. If you frequently get little to no responses on your teasers, it might be a good idea to reassess what kind of stories your target audience would be interested in (this could be done by circulating a simple survey of interest).



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## Publication Process

The publication process is the actual process of creating and building an issue, it is not as linear as a TV production process as there is far more that needs to happen at the same time and everything is working towards the weekly issue, rather than working to produce a programme, then working on a broadcast. Therefore a student newspaper is at all times working towards that week's issue.

It is best to consider the process in two stages: an individual working on an article and how the many articles are then assembled to form the newspaper .

## Individual Article



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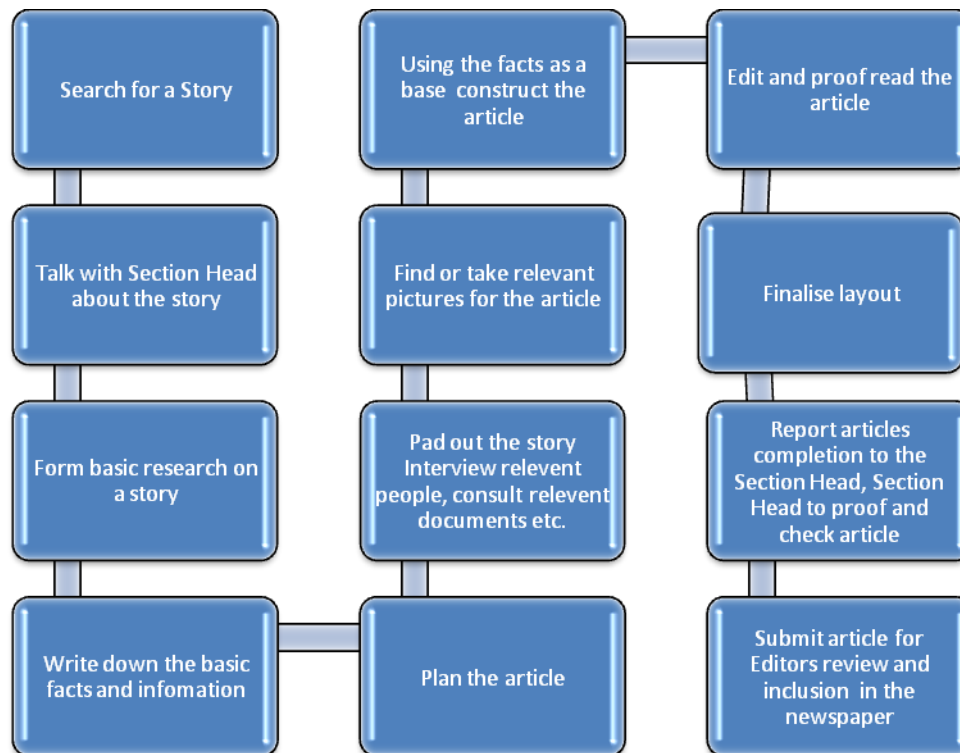
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This structure forms the basic process for an individual working for the newspaper, the time is variable, the above may take a week or it may take a day depending on the type of story they are covering. As a reporter working alone, personal deadlines are crucial, always set goals for the time you have to work on an article and tie these in with the workings of the overall newspaper. The process works for all sections regardless if it is news, sport, entertainment etc. as it is the basic process needed to

turn a story idea into a finished article. Success depends on good journalistic and writing skills, use **informational resources** to gain as much information for a story as possible and aim to construct an article based on the guidelines below.

### Newspaper Article

The following factors outline the basis for a successful newspaper article. Whilst these guidelines have a bias towards news they can easily be adapted for any section of the newspaper, the main consideration is about telling the story in a clear concise and accurate way. When attempting none news articles, consider what the



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information you are trying to put across; information, an opinion, suggestions? These are all still in need of facts and structure so fit in with the guidelines for a news article.

## Minimal requirements

- Both sides of the story must be told accurately .
- You must follow the journalistic codes of practice regarding ethics, impartiality and avoid defamation.
- However when writing for a newspaper, there is sometimes a little more scope to have your own opinion included or running alongside the facts in the style of an opinion or observation column.
- Written words can be interpreted in different ways by different people, but spoken word and images are transparent as they are generally taken at face-value. Newspapers are not as much of a public service broadcaster as television channels for this reason. This lesser obligation often leads to more creative interpretations, as the act of reading a newspaper is something done actively, by choice. As a result, people frequently choose which newspaper to read in accordance with their own political leanings or social viewpoints and expect a degree of like-minded opinion within the articles.
- The best way to achieve this is to establish the different aspects of the article and separate them out as the author/editor's comments at the end of the article. This practice ensures that the article itself remains factually accurate and the author/editor's bias or slant is not woven throughout the main article. This provides a clear way to distinguish between the two elements of the

newspaper article, thus allowing people to agree or disagree with the comments at the end.

## Success Factors

- It is a bonus to have good quality, relevant pictures running alongside the article as this helps the viewer to visualise the event in a clearer manner. To achieve this well, you may have a set role for a photographer for the newspaper whose job it will be to take pictures of all the major events that are taking place. They may attend the interviews or incidents at the same time as the reporter, or go back at a later date to get images if this is possible. However if this option is not available, then the reporter must take a camera



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with them when developing an article. But be aware, that the reporter's job is primarily to get the information to write the story, so pictures they take may be more of an afterthought than those taken by someone primarily there to capture the strongest images.

- A steady hand to capture the images is essential as anything blurry will look worse once copied over and over in a newspaper.
- Investing in a good specification camera like an SLR camera is best for this as the images will be clearer once mass printed.
- Pictures and catchy headlines are the best way to draw in the reader to an article – think careful about puns and a play on words that can be used to describe the event for this purpose.
- Overall the success of an article depends on well written clear and concise facts and information, never forget this. Your article above all else must be read well and draw a reader to it. Logically structure paragraphs and sentences and avoid rambling, tell the reader what they want they need to know.

## Critical Issues

- Factual accuracy is the most critical issue. If you present the reader with inaccurate facts, it is inevitable that they will hear a more accurate account and they may wish to stop reading your newspaper. Losing your readership along with your integrity would be a high price to pay for cutting corners in research.
- Research is therefore the backbone of a newspaper article, if you only have one source for the article it is good practice to find another to back up or disprove their findings. This also acts to save you from any legal comeback, for example libel, from those you write about.
- Concise writing is preferred. While it is good to read about the extra details of an event that you may not get reported on the television account, a reader will not want to read long and flowery sentences. Do not be afraid to break up two sentences with a full stop as this often makes for clear reading and understanding.
- Style – within a newspaper the conventional layout of the text is a catchy headline, by-line to acknowledge the author, then a top line which provides a short summary of the story. This is often what will hook the reader and make them want to read on.
- The top line is good to gain the essential information, but with the juicy details are within the main body of text. This practice of holding something back until



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later in the article keeps up the feeling of suspense and is ultimately what makes the reader, read more.

## Recommendations

- Describing the five senses within the article provides another layer for the reader to enjoy. As a reporter, you should take a note of other factors in the interview surroundings, such as how relaxed did the interviewee seem? Were they on edge? These factors all add up to enable the reader to visualise the situation accurately and place themselves at the scene. Asking further questions to identify the reasons behind the atmosphere may also be relevant to the story, for example, if they were nervous, why? Have they got something to hide?
- This depth of reporting may also provide you with better interview questions should you pick up on the signals in time. For example, if you were interviewing a member of your local council or representative from a company, and they were very agitated at your challenging questions, it might be worth incorporating this into your final article.
- If you have given someone the right to reply to criticism, and they repeatedly choose not to take it, then it is more than acceptable for you to comment on this. Often, this leaves further space for individual interpretations – either from the reader, or the author/editor in the comments box as discussed previously.
- Always remember to cover these questions – Who? What? Where? Why? How? This should be your main framework for the article as you should try to cover all the angles of the story.
- Telling the story from a different perspective will set it apart from other accounts of the same event as your provide an original account – this may be a good way to attract more readers as you offer something different to what can already be found out there.
- Remember, your first sentence of the main body of the text should set out the basic facts to be followed up with further descriptions and analysis later in the article. Think of how you would best describe the story to one of your friends who had not heard about it – this is the best way to ensure that the message is portrayed in a way that appeals to your target audience and avoid over-complicating the story initially.



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## Journalist Interview

In forming an article it is good practice to speak to people involved, affected or attached to the story, to gain more information and a personal dimension to the story.

## Minimal requirements

- The basic requirements of a journalistic interview are that you question an interviewee to get as much information as possible for your article.
- Accurate notes are your most valuable resource when it comes to writing up your article as this is your main source of facts. If you have written down an



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incorrect sentence or figure here, it could have disastrous consequences if it goes to print unchecked or unquestioned.

- It is therefore essential that you ensure that you have written down correct spellings and figures the first time around, however if you are in doubt, it is always best practice to double check.
- Keeping a contact list of the people you have spoken to in conjunction with each story saves a lot of time when you need to follow up with further questions.
- If you feel that your own note taking ability may not be as good or as fast as you would like, take a recording device such as a Dictaphone. This gives you the interview in full to be able to listen to after the interview and can act as a powerful memory jogger about ideas you may have had about writing up the piece whilst conducting the interview. It also gives you proof of what was said should you face any legal backlash such as a libel case.
- Do not be afraid to ask a question again should you feel that the interviewee has not directly answered your question. Often your interviewee will have had a degree of media training to help them deal with tough interview situations and as a result, they may be very good at avoiding the question you have asked them. If the question would provide vital information for the story, then do not be intimidated by your interviewee and shy away from asking for further clarification.
- Asking open ended questions are the best way to engage with your interviewee as this gives them a topic to expand upon. Usually your interviewee will be an expert in their field, so some of the knowledge and passion they have for what they do, will shine through once you have set them talking. If you only ask questions that can be answered with one word like 'yes' or 'no', then it becomes harder for you to engage with your interviewee. You may feel under more pressure to talk more if this becomes the case; however it is essential to remember that you are the tool required to get the information, so the main voice you want to hear in the interview is that of the person you are interviewing! If you feel that you are losing control of your questions or it is not going as well as you would have hoped, then take a minute to re-evaluate your line of questioning and regain your confidence. Essentially, the best interview will put both yourself and your interviewee at ease and have the pace of a normal conversation similar to that of one you might have with a family friend.

## Success Factors



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- As a reporter, you are asking questions to the interviewee on the behalf of your reader, so you must ask what you think they would want to hear. What issues particularly grieve them about this particular topic? The best way to obtain this information within an interview is to ask a variety of question types. While most of your questions should be open ended allowing the interviewee to provide more information on the incident, you can also use some more basic questions to confirm that the facts you have are correct. In addition to this, you might wish to ask a series of challenging questions. These might put your interviewee on the spot a bit; however they are vital for your journalistic integrity as they ensure you have been fully objective in your line of questioning. It is not unusual for your interviewee's responses to dry up a little following these challenging questions therefore sometimes it is best to leave your most poignant or challenging question till the end of your interview (unless it is directly relevant elsewhere).
- In order to keep up with all the information that your interviewee tells you within your interview, it is best to learn a form of shorthand (or develop your own method of shortening words to be able to write faster). While it is good practice to use a recording devise like a Dictaphone, it is essential that you do also make your own notes of key phrases during the interview. This is your back-up plan, should anything happen to your recording, then you still have some notes to work with.
- Being punctual for your interviews and meetings creates a professional image and ensures that you do not have to cut your interview short should your interviewee have to leave for other commitments or meetings. Whether this means doing a dummy run as a plan of your route or ensuring you leave extra time on your journey to leave time for traffic delays – punctuality should not be a second thought!
- Your reader may not have as good a depth of knowledge about some issues that arise within the story as your interviewee, who is an expert in their field. As a result you cannot assume knowledge, even if the article is a follow-up to a previous story. Further to this, you should aim to avoid jargon within your article as this may put some readers off and lower their level of understanding about the story – it is best to get the interviewee to explain any terms of jargon or professional slang (for example scientific terms) in their own words or look it up in a dictionary or documents yourself prior to writing so that you have alternative phrases to use in your final draft of your article.

### Critical Issues



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- You must have accurate facts and relevant questions to ask your interviewee. This ensures that you look professional and enables you to go in with a better chance of asking challenging questions and getting to the heart of the issue that your readers want answers or an explanation for.
- Listen to what the interviewee says – if you go in with a rigid set of questions and just blindly ask only those, you may miss the opportunity to pick up on a comment the interviewee says. Often it is statements such as this that go unnoticed, but are the key to other angles of the story, or provide information for other people to speak to in connection with the story. This may be your chance to provide breaking information on a certain topic so **be flexible** with your questions and time, for example if the interview over-runs, unless you have another urgent appointment, do not rush off if the interview is still going really well.

## Recommendations

- Preparation and research is essential! This provides you with enough information to ask informed and intelligent questions to your interviewee, and will further enable you to build a better repertoire with your interviewee as you will have a fair to good knowledge of the subject. Your initial understanding of the subject or incident will form the basis for further information to be provided by your interviewee and may result in them recommending you talk to another of their colleagues – something they would not be willing to do if you did not know your facts.
- **Keeping in contact** with your interviewees is good practice, as often if you have spoken to someone before and have built up a repertoire with them, they will be willing to speak to you again about other issues for other stories so long as you were **polite** when you last spoke to them.
- Remember you are the voice of your readers; you need to ask the questions that they do not have access to ask!
- Be ready to interview at the shortest notice, if you wish access to an expert or public figure schedules can change and you will have to fit in round their busy lives. Similarly if you are at an event or incident interviews may have to be conducted on the spot with witnesses, bystanders or people involved with little time for preparation.
- **Be enthusiastic** – even if the subject you are covering is not your favourite, you must not show it. Your interest in the subject must be shown to get the best out of the interviewee, if you look or sound as if you cannot be bothered



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to be there, then why should your interviewee give you good, detailed responses?

## **Deadline, Printing and Distribution**

### **Deadline**

The onset of the deadline is what changes the publication process from an individual activity to the work of the whole team combining articles and sections to form the overall newspaper. It is a busy time as to keep the paper relevant it has to be done in the shortest amount of time possible to allow articles to be as up-to-date as possible. This is especially important considering that some stories may have come about on deadline day and must be completed in the short time before the print deadline.



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The best way to approach the deadline is by having as many people working on the articles and sections at the start of the day then slowly reduce the amount of people as sections are required. This means as the process shifts to layout and design factors the team is getting smaller and smaller, allowing the layout and distribution teams more access and control than if everyone was still there working on sections to the last minute.

After the order is established early in the day a plan/draft is created so that the design/layout team have an idea of the aim for the finished copy. This can simply be a basic running order of articles, pictures and adverts but it gives the layout team a basis for their structure of the issue.

As articles and sections are completed, they are proofed, edited and checked for accuracy before being 'signed off' as complete. This means that an article is considered completed and can then be incorporated into the layout of the issue. Section Heads oversee 'signing off' of their sections and the Editor and Associate Editors 'sign off' the various sections and lead stories as complete. As sections are completed they are given over to the design/layout team and the section teams are finished for that week. Similarly picture editors support and edit the picture content of the paper to fit with the design and layout.

The front cover and lead stories take special consideration in the days structure and receive the most attention; this is due to their prominence and them being the first thing a reader will see. An Editor may also add editor's comments once the whole issue has taken shape, talking about the issue or week's news.

Finally as all sections and articles are finished and after the layout has been completed, a test copy is reviewed to ensure that all the layout and articles are correct and that there are no errors. When this is completed the issue is considered ready for printing and handed over to the distribution team.



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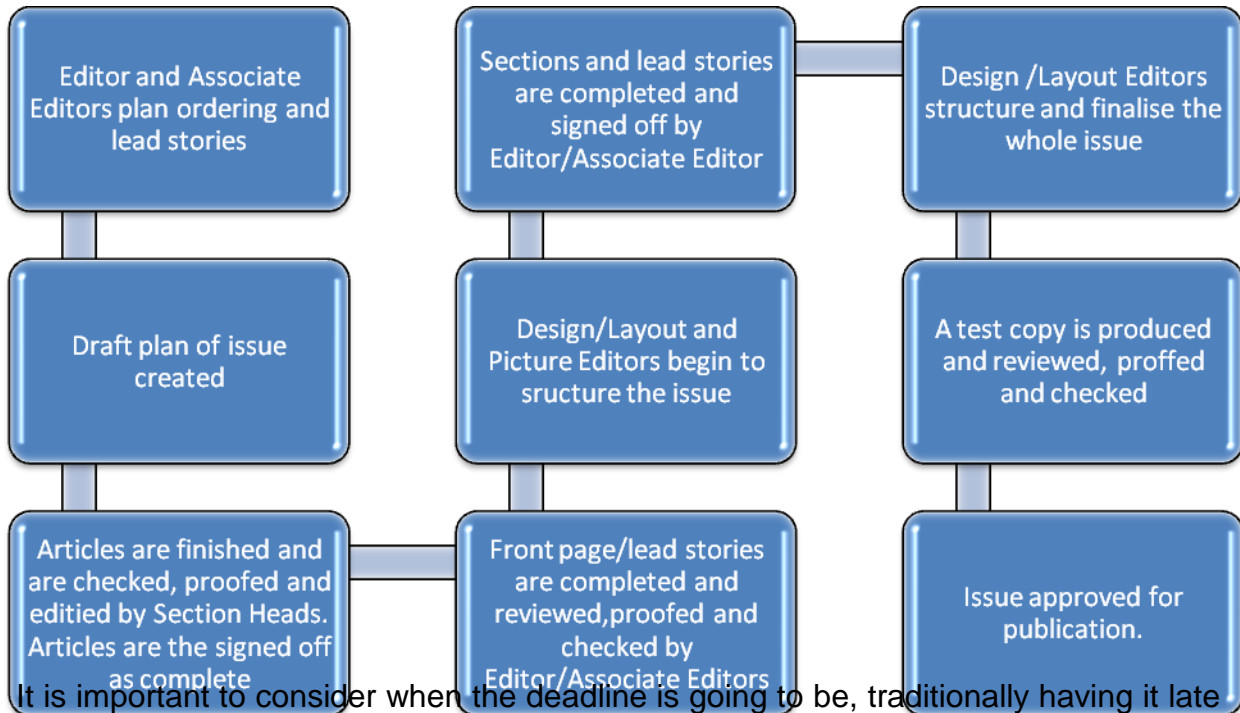


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It is important to consider when the deadline is going to be, traditionally having it late at night provides the best chance to make the most of the deadline day and allows the printing to be completed overnight, for an early morning distribution. It is important then when arranging facilities that somewhere with late night access is chosen or this can severely hamper the publication process and how up to date the weekly issue can be.

## Printing

Traditionally there have been 2 options for student newspaper printing; having a contract with a local newspaper and having the newspaper printed on their pressed and delivered back to the students for distribution or having a large heavy duty printer that the newspaper owns to print and assemble the newspaper on site.



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Each option has its advantages and disadvantages; Printing via a newspaper is a quick and effective way of getting a large quantity of newspapers printed without having to assemble or monitor ink and paper levels, it is also quicker and more cost effective for large numbers. However it means there is no direct control over the printing, contracts need to be sorted in advance the number of issues will have to be set in advance. This means large numbers may have to be bought before a newspaper has reached that circulation, also the deadline will not be able to be altered at all if using an external company.

The disadvantages of printing it yourself are the initial costs of purchasing a printing machine, buying consumables, the need to constantly maintain the printer during the process and the need to assemble papers by hand (if the printer does not have that function). However the advantages include an ability to monitor the issues as they are printed (to check for any mistakes/flaws), an ability to control numbers, add more copies if distribution goes well and overall have complete control of the printing process and ultimate output.

The printing process also involves decisions that will have been made in the initial start up of the newspaper.

What style of paper to use?

Colour or black and white?

Stapled or loose bound?

The use of loose bound and cheap paper is both cost effective and logical, if you want to achieve high distribution and circulation you cannot print every page on glossy photo paper. It also fits in with the traditional and tactile aspect of a newspaper, thin loosely bound paper is what most newspapers are made of and this will allow your reader to experience and class your newspaper as part of the

conventional media, rather than seeming something completely alien. Colour is an issue which needs to be addressed in budgeting ultimately can the newspaper afford colour and may this change with advertising revenue or increased distribution?

In addition it is the Design/ Layout teams input that will affect the end product so these need to be formalised from the newspapers creation. As I have mentioned the layout needs to have consistency and a common design, nobody wants to read a



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paper with hundreds of different fonts and an ever changing layout. You will have picked a design remember to stick with it, none of this can be rectified after 500, 1000 or 4000 copies have been printed!

The printing process usually involves the run off of a test copy, followed by the commencement of printing. If printing large numbers it is important to be constantly checking the copies for any flaws, (printing or publication) to avoid this being repeated. If you have to assemble by hand a large team will be needed but it is simple work and can be completed relatively quickly with team work and effort.

Consider your readership how many copies is a realistic number? How many students are there? How many can you reach? If printing yourself you can always add more but it is important to consult with the distribution team as there is no point printing off thousands of copies if the distribution team cannot get read of them.

## Distribution

Distribution can get overlooked, it is so easy after working hard all week to then just put copies in news-stands then hope people pick up copies, but this relies on people actively seeking the newspaper and in its earlier weeks you need to grab the reader.



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That is why it is important to have a distribution team, whilst the head should have a set role within the management, the actually team can be made up of any volunteers for that week including Editors, Reporters etc. The main aim of the team is to circulate the paper as widely as possible to get it to many as many student readers as possible.

Think about where are good places to distribute, where do the students go? Aim for lecture halls, libraries, bars, cafes, restaurants, parks, housing blocks, shops, anywhere were students can be found and given a copy. Make common distribution points so people actively seeking the paper can find it and draw attention to these areas. Funny approaches also work, wearing old fashion sandwich boards, shouting 'Extra, Extra' or 'Read All About It' can draw attention. Equally shouting the headline or displaying this on a billboard can draw your readers in. Do whatever you can to get readers interested and with a copy in their hands.

Make sure your distribution team know and understand the stories if they are asked about them and the distribution process can also gain information about the readers. Observing who is reading articles or what kind of people ask questions are useful in understanding the audience. Furthermore distribution teams can also conduct surveys and gain information on the opinions of the readers. Distribution teams should always report their findings and inform the Editor of how distribution went.

Whilst the copies of the issue are being distributed it is also crucial that the web content gets uploaded, either as abstracts of the stories or as whole articles. This keeps the website up to date and increases the reach of the newspaper. Social media sites should be updated, tweet where the distribution is taking place and create facebook links to stories.

## Post Distribution De-Brief

The last activity of a working week should be to review the issue you have just published at all levels. Individual sections and teams should deconstruct their work together and report the findings in all member meeting. This is a chance to



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constructively criticise work and identify successes and areas for improvement so that the paper is always developing discuss what worked and what did not work.

The go for a drink or social event, a chance to relax before the whole process starts again!

## Technical Recommendations

A student Newspaper requires far less equipment and infrastructure than a Student TV station however it still requires certain equipment to function effectively as well a large amount of consumables in paper ink etc.



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## Computers

The computers of a student newspaper do not need to be as high spec as a video editing computer as they do not have to deal with the same amount of size and processing requirements as text and picture editing/formatting is not as taxing on a computer. What they save in specifications they gain in numbers, for a medium to large student newspaper many computers are needed or Reporting is hampered. 15 computers is a good starting point based on 100 students being involved and 50 contributing directly each week as this means there is 5-10 Reporters to a computer and 5 computers for management, layout, picture editing etc. The advantage is that medium level PC can be used and that if more are required this can be identified early on.

## Networking

Networking the computers is an important part of the ease and flow of sharing information, data and files. If possible the facility where the newspaper is based may have network points and server space for which to base the newspaper network on, especially if it is a university facility. Failing that a dedicated storage server will have to be purchased.

## Software

Similarly to TV software is not cheap and with the increased amount of computers there is a need for more copies. Furthermore with the amount of copies required and the issue of making money through advertising it is best to establish the rules for using software before making a purchase. Educational copies may still be available but due to the amount required and their use it is best to investigate this first. Two pieces of software stand out Quark and Adobe InDesign, both are very good programmes, and are brilliant tools for newspaper editing. Adobe InDesign is very useful in that it is compatible with all the other Adobe media tools and has a vast support network and tutorials on the internet. However Adobe Photoshop and other

products may have to be bought this way, in which case it can be more cost effective to purchase an Adobe design collection with all the relevant software. The cost of many copies can be avoided however by buying a small number and only using the Adobe Software when an article is ready to be edited and formatted. This way 5-8 copies can be purchased instead of trying and Reporters can use standard word



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documents for the bulk of their writing transferring over to the Editing software when the article is ready for its final formatting. Similarly a small number of photo software can be purchased for photo editing.

### Cameras

A Newspaper requires good cameras to take powerful images to back up news articles and provide the front cover. Good Digital SLR cameras are not cheap but are invaluable for good quality photography and pictures can quickly be uploaded as digital media.

### Dictaphones

These handy tools are important for recording interviews and conversations. They allow long periods to be recorded and transcribed at a later time, cheap and reliable a good supply of these tools are highly useful

### Printing

We have already discussed the different options for printing and if the newspaper decides to print the issues themselves a good office/school style printer will be needed. The upper limits of this are immense as speed and capacity increases with price. The minimal factors have to be that it can print a large quantity in a short space of time and will not run out of ink at a rapid rate.

### Consumables

The Newspaper will require a large quantity of obvious consumables such as Paper and Ink. It is important to have a good stockpile from the start and budget for more consumables as time progresses.

### Computers

15 x £464 Total £6960

Custom Designing computers is one of the best ways to pick exactly what you want; below is a custom designed model from dell that will run the required software and has a basic word package for writing up initial articles. (It is worth noting sometimes basic adobe software can be purchased at this stage and reduces necessary software costs)



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Good monitor included for easy viewing of large sections of documents

### Components

English Genuine Windows® 7 SP1 Professional (64 BIT) with Recovery DVD

Intel® Core™ i5-2400 w/VT (3.1GHz, 6MB cache)

Microsoft® Office Starter: reduced-functionality Word & Excel w/ads. No PowerPoint or Outlook

Trend Micro Worry Free Business Security 3.5 (15 Month) Software MUI

Dell E-series E2011H 20" 51 cm Wide LED monitor VGA,DVI (1600x900) Blk UK/I

2048MB Dual Channel DDR3 [2x1024] Memory

320GB (7200RPM)

Integrated Video,GMA X2000

16X DVD-ROM Drive

UK/Irish (QWERTY) Dell KB212-B QuietKey USB Keyboard Black

Dell Optical (Not Wireless), Scroll USB (3 buttons scroll) Black Mouse

### Services & Software

1Yr Collect & Return Warranty - No Upgrade Selected

### Also Includes

Vostro 460 : Standard Base

No Speakers

2 Meter Power Cord - UK

Ship Accessory : English Docs

D064601

Vostro Desktop 460DT Order - UK

1 Year Collect and Return

MOD,MEDIA,DVD,RDVD,460

### Software

Below is the basic requirements for the required software I have chosen the business prices as a worst case scenario, as I said earlier software purchases need to be investigated thoroughly to find the best deals and reduced price qualifications you may be entitled to. (educational, new business etc.)

I have split the software down based to the requirements of

1 x master copy of Adobe Creative Suite 5.5 Design Standard for the full completion of the newspaper layout and all aspects of files associated with the publication. @ £1,169.24

5 x Adobe InDesign for the 5 computers to be fitted for completion and formatting of articles. @£1123.513 Total £3,370.54

2 x Adobe Photoshop for photo editing @£620.05 Total £1,241.00

Total Software £5,780.79



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Below are the specs for Adobe Creative Suite 5.5 Design Standard (Inc Photoshop and in design)

**Breakthrough image editing in Photoshop**

Create compelling digital images with Adobe Photoshop® CS5, the industry standard in digital imaging. Use versatile brush tools to paint with realistic strokes, precise selection tools to make exacting refinements, and a wide range of workflow and performance features to accelerate everyday tasks.

**Vector graphics for virtually any medium**

Create distinctive vector artwork for any project, from logos and branding to illustrations for advertising, packaging, signage, and more. Adobe Illustrator® CS5 provides precise drawing tools and expressive natural brushes for creating eye-catching content.

**Professional page layout and production**

Lay out stunning pages quickly and efficiently in Adobe InDesign® CS5.5 with an intuitive design environment, precise typographic controls, built-in creative tools and effects, and robust preflight capabilities.

**Folio Producer tools in InDesign**

Create engaging digital magazines, newspapers, annual reports, manuals and other documents that incorporate eye-catching elements such as 360° rotation and panoramas, all for playback on a variety of tablet devices.

**Elegant eBook authoring\* in InDesign**

Create engaging eBooks with refined typography and images that resize automatically to fit virtually any screen. A smooth EPUB workflow lets you create compelling eBooks and helps minimize dependence on developers. Design eBooks with video and audio for eBook reader applications and browsers that support HTML5 video and audio tags.

**Robust preflighting**

Prepare files for hassle-free production by detecting errors in InDesign layouts with Live Preflight and in PDF files with robust preflight checks in Adobe Acrobat® X Pro.

**Author accessible documents**

Use features in InDesign CS5.5 and Acrobat X Pro that help you to deliver publications that meet Section 508 and WCAG 2.0 standards. Apply accessibility features in InDesign CS5.5, and then check, adjust, and validate accessible PDF documents in Acrobat X Pro.

**Adobe PDF creation, editing, and delivery**

Distribute layouts reliably using Acrobat X Pro to create simple PDF documents, and package layouts, drawings, images, animation, video, audio, and other files in a single, secure PDF Portfolio.

**Visual media browsing**

Find files fast by browsing thumbnails instead of filenames with Adobe Bridge. Or browse thumbnails and place files from the Mini Bridge panel in Photoshop CS5 and InDesign CS5.5.

**Help when you need it**

Find the best answers for your Adobe product questions with Adobe Community Help, an online service for instruction, inspiration, and support.

**Consistent Adobe user interface**

Work quickly and intuitively thanks to a consistent approach to the user interface across all Design Standard components.

**Performance on newer operating systems**

Take advantage of the power and performance of newer Apple and Microsoft operating systems so you can work more quickly. And Photoshop CS5 is 64-bit native, which means even faster image-editing no matter which computer platform you use.

**Creative reviews within your design workflow**

Maximize design time by streamlining reviews through integration with Adobe CS Review, a CS Live online service.\* Initiate shared reviews from within Photoshop CS5, Illustrator CS5, and InDesign CS5.5. Invite others to comment with easy-to-use browser-based tools, and view their comments in the context of your design

Cameras

Entry level DSLR cameras are best as it is Reporters rather than professional photographers who will be doing the main photography. Sadly zoom lenses and



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additional equipment will begin to rack up the price but for a starting newspaper 3 cameras similar to the Nikon D3100.

3 x Nikon D3100 Digital SLR Camera Kit with 18-55mm VR Lens @ £366.99  
Total £1100.97

The D3100 also features a new 14.2 megapixel CMOS digital sensor and new EXPEED 2 image processor to ensure that photos are of excellent quality and definition. In addition to great still photos, the Nikon D3100 is capable of full 1080P HD video with sound via the press of its D-Movie button. A lightweight digital SLR that is far from light on features, the Nikon D3100 allows beginners to capture beautiful images exactly as they intended. Has a high ISO level for poor light conditions.

### Dictaphones

A simple designed Dictaphone like the one below is cheap and suitable for the Reporters Needs

5 x Alba ET-858 1GB Digital Dictaphone @ £20 Total £100

Built-in memory 1024MB. Voice activated. Recording time 277 hours. A to B repeat function. 3 folders. Built-in microphone. Headphone and microphone sockets. Integrated speaker. Can be used as an MP3 player. Includes: USB cable software - MP3 player microphone and headphones. General information: Weight 35g. Size H10, W3, D1.4cm. Batteries required 2 x AAA (included).

### Printer

Lexmark C950de £3676.90

With the advanced technology of the C950de, you'll get high-performance A3 (tabloid) printing capability that produces consistent colour from the first page to the last. 1200 x 1200 print resolution for rich vibrant colours and crisp black text. PANTONE® calibration for consistent colour tones. Named Colour Replacement for easy colour matching. Lexmark Colour Care Technology to manage colour use and control costs. Create professional collateral materials ranging from saddle stitch booklets to folded brochures on media up to A3 (tabloid). The Lexmark C950de combines high-



performance printing with easy-to-use features and time-saving workflow applications designed to boost your productivity. Print at speeds of up to 50 ppm black and 45 ppm colour: time to first page as quick as 5.2 seconds. Easy to navigate 10.9-cm (4.3-inch) colour touch screen provides audible feedback to make completing tasks intuitive.



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Includes as standard

Lexmark C950de colour printer.Up to 12000page colour (CMY) toner cartridges  
Up to 19000page black toner cartridge.Black cyan magenta and yellow Imaging units.Software and  
Documentation CD.Power Cord(s).Setup Guides (network and local attachment)  
Statement of limited guarantee

### Added

2000 Sheet High-Capacity Feeder

Standard Ethernet Cable (10 Metre)

The above start up purchases cost £17,519.39 (19 815.38 EUR) Based on the  
Budgets of the TV (and leaving 70,000 EUR of the 270,000 EUR for insurance,  
electricity, internet, furniture, facilities, installation, repair, hidden and emergency  
costs) £59272.56 (67082.63 EUR) was allocated for the 3 Newspapers budgets  
allowing) £19,757.52 (22,360.876 EUR) for each newspaper. This leaves £2238.13  
(2531.44 EUR) left for consumables and additional purchases. These could be  
numerous depending on circumstances and the newspapers aims. Web domain,  
network space, distribution equipment, posters clothing are all potential spending  
options for a student newspaper. However it first is important to remember the two  
key consumables ink and paper.

### Consumables

The Printer Featured runs on:

Black ink cartridges 38,000 pages £63.99

Cyan, Magenta and Yellow cartridges 24,000 pages £345.99 Each

Paper will have to be better quality than 45gsm that normal tabloids print on as this is  
role printed then cut and is usually unsuitable for conventional printers.

Basic A3 (tabloid) size paper at 80gsm in reams of 500 retails for £15.00 and there  
are discounts for bulk purchasing.

As a rough guide: A 40 page newspaper will take 10 sheets double sided printed, a  
run of a thousand copies per issues will therefore be 10,000 sheets requiring 20



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reams of paper. If using a lot of colour there will be only 1.2 issues to the colour cartridges and 1.8 issues out of the black cartridge. With tests runs and possible greater demand due to distribution that puts an issue running at a maximum of around £1369.98 an issue. To this extent it becomes apparent that advertising is a most have for the survival of a student newspaper. To put it into perspective 10 small/quarter page adds at £70, 2 half page adds a £120 and a single full page advert at £200 = £1140 meaning that for a loss of just 4 pages out of 40 means that the newspaper only takes £259.98 out of the budget for each issue, a much more sustainable starting figure.

## Ethics



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The subject of media ethics is being hotly debated in the UK at the moment, with phone hacking scandals, the effect of the media on elections and super-injunctions are all major talking points in the current day and age. Media ethics is a difficult subject to approach as it is underpinned entirely by the imaginary line of where public interest stops and a person's privacy and rights start. The ethics of media also differs massively from case to case; there is a huge difference between the media stalking a celebrity on a night out to the press hounding the relative of a murder victim, yet both could be seen as breaches of journalistic good practice.

Each country has a different take on Journalistic ethics and each country also has its own scandals, stories and examples to base good practice and ethics upon. This section will therefore highlight some of the key principles of media ethics and then outline the specifics that are relevant for a student newspaper.

## The Basics of Ethics

Ethics within the media come under two broad headings; Journalism and Entertainment.

### Journalism

The ethics of journalism is one of the most well-defined branches of media ethics, primarily because it is frequently taught and practiced on a day to day basis. Journalistic ethics tend to form the basis for the other areas of media ethics.

- Manipulation. News can manipulate and be manipulated. Governments, corporations, universities, individuals, businesses may attempt to manipulate news media. Anything from censorship, control or misinformation can be an act by someone to influence or manipulate the news.
- Truth is at the heart of good news but can also be a conflicting point within journalism. For example there is a line between reporting the truth and public interest, information that may be truthful but kept private may not be in the public interest to expose, this becomes a balancing act between reporting the truth and understanding public interest.
- Slander and Libel Similarly privacy also plays apart, exposing information on a public figure just because it is true overlooks the rights of privacy, a classic example of where free speech and privacy clash, accuracy and facts must always be used to avoid a story becoming slanderous.
- Shock Journalism There is also the ethical issue of how far should one risk shocking an audience's sensitivities in order to correctly and fully report the truth; this can be seen in the use of photos or details about elements of crime or similar gruesome event.



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- Conflict with the law. Journalistic ethics may conflict with the law over issues such as the protection of confidential news sources, such as should a journalist have to reveal their source of information to the police. There is also the question of the extent to which it is ethically acceptable to break the law in order to obtain news. For example, undercover reporters may be engaging in deception, trespass and similar activities to gain information for a news story.
- Democracy. The reporting of democratic processes must be approached in a fair and balanced manner, this can often be a time when the media makes the most mistakes as it favours one candidate over another, certainly in the case of television an equal platform is usually given in democratic processes where as print media need only avoid slander and inaccuracies.
- Harm Limitation. This is the ethical approach to collecting and reporting news, it is an ethical understanding that the pursuit of news and a story can cause harm or discomfort to those affected by the issue at hand. This then means that journalists have to approach reporting and investigating with certain considerations ranging from sensitivity, accuracy, understanding and compassion.
- Accuracy. All of the ethical issues tend to come back to accuracy the basis of any good journalism; accuracy makes the difference between lies and facts. Words like 'allegedly' and 'apparently' are the journalists friends to avoid wrongly accusing individuals without further evidence and the importance of fact checking and research are key to ethical reporting.

## Entertainment

Entertainment media also has a set of ethical issues which affect its use.

- Violence. The depiction of violence and sex, and the presence of strong language are common throughout music, drama, books, film and television. Ethical guidelines and legislation in this area are commonly found in government policy and what a TV station show or a newspaper can print is usually regulated for. There is a grey area around reviewing third party content; songs, films etc. that use violence, strong language and this is usually kept in line with the image of the media body doing the review.
- Stereotypes. Entertainment media makes heavy use of stereotypes. Stereotypes may negatively affect people's perceptions of themselves or promote socially undesirable behavior. The stereotypical portrayals of men, affluence and ethnic groups are examples of major areas of concern in the use of stereotypes. Both entertainment programming for TV and entertainment reporting in print media needs to avoid an overuse of these stereotypes and their connotations.
- Taste and Taboos. Entertainment media often questions our values for artistic and entertainment purposes, this can mean art, music, events, films that



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deliberately set out to challenge the norm. Whether the media body is undertaking this challenge to the norm or merely reporting on it, it is important to consider the taboos and tastes it affects and whether reporting on or challenging artistic values is weighted to heavily as damaging to the status quo in regards of public interest. Where as artistic/entertainment reporting is more subjective than news reporting there is still the values and ethics of the reader/viewership to consider.

What becomes apparent from reviewing the ethical issues that affect the media is that they are a balancing act between the truth and value of the issue they wish to report versus the public interest and taste of the audience, all underpinned by the important issue of accuracy.

For an ethical basis to print media what is required is a general set of guidelines for ethical reporting within the Student Newspaper, these should be developed along with aims and issues for the overall newspaper in the early start up phase and circulated to ensure all members are aware of their importance to good balanced ethical reporting.

## **Ethics and A Student Newspaper**

Based on the above points it is important to have a set of guidelines for ethical reporting within your newspaper, these guidelines will be specific to the needs and workings of the newspaper but as rough guide these basics should be considered.

### **Overall Ethical Aim**

The overall ethical aim of a Student Newspaper is to report news for the specific relevant audience whilst understanding their tastes, needs and interests and the overall ethical issues of journalism news, factual, and entertainment content. To educate, highlight, entertain and inform in an ethical and accurate manner.

### **News Reporting**

All news reporting will endeavour to be accurate and objective in its reporting of stories and issues. Facts will be obtained using ethical and legal practices at all times understanding the sensitivity of the individual news issues at hand. Facts will be checked for accuracy before going to print and all news will be based around the specific public interests and concerns of the relevant audience; students of the university. Sensationalist, shock and slanderous journalism will be avoided at all times. The overall image, good standing and aim of the newspaper will be



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considered at all times when reporting on any controversial issue. Manipulation by outside bodies will be avoided by keeping the editorial independence of the Editing team whilst the newspaper accepts responsibility for the story it publishes and endeavours at all times to adhere to the ethical practices of good journalism.

## Entertainment Reporting

Entertainment reporting will be geared to the specific audience; students and will understand their tastes and taboos, endeavouring to be cutting edge, whilst avoiding unnecessary shock or taste issues. Reviews of gigs, music, events, locations and other media will be fair and separate from any advertising influences. Portrayals of violence, sex and similar issues will be done in line with the specific audience and print media laws. Stereotypes and inaccurate portrayals of people, groups or places will be avoided other than to highlight these stereotypes. The overall image and aim of the newspaper will be considered at all times when reporting on any controversial issue.

## Other Issues.

The overall issue of ethics in the media is very much a case by case basis. For example it would be wrong to say that publishing information about spending figures of a university or the violence of a crime effecting students was unethical; however the manner that these issues are approached must be the way to ensure ethical journalism, for example do the spending figures fit within public interest to be exposed? Has the crime been proven? is it alleged? Are there details that need to be held back etc.

Common sense becomes the main tool in providing ethical reporting, violence for example can be suggested with a few simple words rather than explained graphically and in gory detail.

Avoid 'scare' journalism', lack of jobs, housing prices rising etc. should always be reported accurately and avoid creating panic amongst the readers. Similarly avoid words that overhype a story into sensational journalism as this is not only unethical but also unprofessional.

Consider each article before it is written, sort the ethical issues out in the planning stage to avoid them become a problem once the programme is made.

Always remember the independence of the newspaper in line with editorial independence, avoid the influence of outside bodies trying to affect reporting, this in itself can be an ethical issue.



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Ensure the accuracy and fact checking process takes place for each article, this simple check can help avoid many of the issues that arise from inaccuracy.

Ensure editors are clued up on the trends in ethical reporting, what is affecting the mainstream media will also affect a strong student newspaper.

Remember the individuals you question and investigate have rights, they may have been affected by an issue and need to be handled carefully or may not have been yet proved of any wrong doing. You are there to report and inform your reader not make judgements yourselves.

Always consider and view articles as a reader or someone directly affected by the story, think if you feel they have been wrongly accused or misrepresented.

Overall consider each issue carefully and within the structure and aims of the newspaper and understand that ethics are an everyday part of journalism.



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## Student Newspaper Rights and Obligations

A student newspaper is not a normal activity it is a strange mix of volunteering, practicing for a career, experiencing a working environment and enjoying a social experience. It is important to establish both rights and obligations to safe guard the experience, fun and quality of a student newspaper.

### Rights

#### Rights for all volunteer members

All members have the right to a fun and enjoyable experience; this is the foundation of student media and the most important for a happy motivated newspaper team.

All members have the right to bring forward ideas and attempt articles within the newspaper's remit; obviously not every idea will be followed up and some articles may have to be scaled down or worked into other articles, but it is important that all members feel they can suggest stories and are not unduly restrained.

All members should have access to the equipment and facilities; once trained on equipment it is important that members feel they can access the newspaper's resources so as to effectively make write articles, take pictures, perfect layout etc.

All members should have access to necessary training; for the equipment to be used correctly and the members to feel confident in using equipment and facilities it is vital that training is provided or access to training is generated.

Members should have support from the management; to be an effective newspaper publisher it is important that the management act in support and guidance for all the members

Members should have the right to influence the newspaper's development and elect its management; the leadership of the newspaper should reflect the members needs and ideas and therefore should be democratic and transparent.

Members have the right for their articles to appear in an issue and that their work should remain as largely unchanged as editorially possible; it is important to allow all Reporters exposure as this showcases all the team's and their work. The articles



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should not be unnecessarily changed without consulting the Reporter who is the author, however any factual, grammatical or editing issues should be addressed before incorporation into an issue and going to print. This ensures that the reader will be receiving a factually correct and proof read publication, maintaining the credibility of the newspaper.

Ultimately all members of the studio should feel that they can make student TV and receive the full support from the studio, they should feel that they are producing and making programmes in a safe and rewarding environment with an effective and structured system supporting them.

### Rights of management

The management should have the right to act on behalf of the newspaper and represent it in leadership and in communication with outside bodies.

The various management positions should have the right to exercise leadership and influence over the area they manage.

The management have the right to make decisions that affect the development and evolution of the studio.

### Rights of the editing positions

All editing positions from section heads through to Editor have the right to proof read, amend and change an article/picture/layout if upon review it has grammatical, spelling, factual, layout or imagery issues. This has to be done when possible with the knowledge of the member who is the author of the article in question.

### Rights of Editor and Associate Editors

The senior Editor positions have the right to pick the front page lead story and order the news articles according to how they see fit, in accordance with trying to make the newspaper as readable, accessible and eye-catching as possible.

The senior Editor positions also have the right to editorial independence on behalf of the whole newspaper and its members; it is imperative that they can act to order and influence what goes in any issue without control or scrutiny from an outside organisation. Similarly this also means that senior editors ensure their members



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write under the principle of freedom of the press and investigate student issues fairly and free of bias.

## Obligations

The rights of members also go hand in hand with the obligations those rights entail. These obligations come under several headings in line with what the obligation relates to

### Project specific

#### CV and Employability

Each member is obliged to treat the undertaking of a student newspaper as a potentially career and employability boosting activity, members are therefore obliged to treat the whole project as a realistic, important and challenging situation and must do their utmost to help student media develop and succeed, for their own and others betterment.

#### Structure

All members are obliged to respect and support the structure of the newspaper; without a clear and well built structure a student newspaper becomes just a group of people running around writing articles without layout guidance or leadership, it is necessary to ensure a structure is in place to support publication and distribution.

#### Professionals

All members must respect and understand the roles and input of any professionals from the newspaper world, universities or elsewhere to ensure student media comes across as a professional and mature activity. This however should not breach editorial independence

### Media Specific

#### Position and Roles



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Members must also respect the different position and roles that exist to ensure publications are produced made in a realistic environment where teamwork and structure is key to success.

### Publication Rules

Any publication rules that are made also need to be followed to ensure a smooth running of the newspaper.

### Output Rules

All programmes must conform to the output audience and general rules of print media such as not showing nudity, drug use, heavy violence, graphic pictures etc.

### Reader Specific

#### Readability

All members are obliged to the reader that articles and publications, should be of good quality and be entertaining/informative. At all times members of the newspaper must ensure that facts, spelling and grammar are correct. Ultimately it is the reader who is the ultimate judge and will scrutinise the paper the most. Remember there is room for mistakes, however the newspaper must except and apologise for any mistakes where appropriate.

#### Relevant

Very importantly content should always be relevant to the target readers; students, remember the important saying of student media; 'for students, by students'

### News Specific

Members undertaking news/factual programmes are obliged to follow correct journalistic practices and approach stories, reports and investigations without bias, slander or liable. Every effort must be made to be factually accurate and report a story in a balanced and fair manner. While comments and opinions are permitted these must not alter the basic facts ad where possible should be clearly labelled or written in a way which outlines them as personal opinions.



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## Management Specific

The management are obliged to lead and manage in a fair and democratic way and are answerable to the needs and issues raised by the student members they represent

Ultimately the management are answerable to the members and must endeavour to ensure the newspaper is a fun and productive experience, avoiding, poor management and oppressive leadership at all costs.

## Editor/ Reporter Specific

Editors and Reporters are required to ensure articles are factually and grammatically correct, but also that the article is in keeping with the spirit of the paper. Whilst editorial independence allows the printing of stories free from external influence there are the legal, morale and common sense rules which control content. These are issues which govern stories on a myriad of subjects such as drug use, racism, terrorism etc. Avoid seeking outspoken opinion on dangerous issues unless you can clearly point out that it is not the view of the newspaper. This affects not only high news issues but any subject where sides disagree and without producing an article which fairly reports the news of the issue rather than one side's ideas/views the newspaper can be brought into disrepute

## Senior Editor Specific

### Selection

The Editor and Associate Editors are obliged to select articles and order the newspaper in regards to the aims and style of the newspaper and its target audience

### Editorial Independence

They are obliged to ensure editorial independence for their team whilst ensuring the newspaper maintains this right by not publishing any false, factually incorrect, libellous or inaccurate news articles; they must also ensure all reporting is in the spirit of student media and does not set out with a hidden or negative agenda.



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## Authority

Overall they must be the highest authority for the newspapers actions and must lead the paper under the scrutiny of its harshest critic: the reader.

## Advertising Specific

If the newspaper takes on advertising for revenue, it becomes responsible for the correct display and format of the advert, as paid for by the external company. Equally it has to display and feature the advert as many times as the outside company has paid for. When considering advertising also consider creating relevant forms and paperwork to ensure a good understanding between the newspaper and external company.

## Student Specific

Ultimately all members should aim to make the most of their experience and contribute towards a fun and productive environment. Output and success is measured by the effort and time put in and for a student newspaper to be the truly rewarding experience it can be, it is important for all members to give 100% effort to the publication and its issues.



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## **Recommendations... My own personal last recommendations:**

### **Good Student Focus**

At all times focus your stories to the student, every article should link to their lives interests and experiences. If an article is not student focused it should not be in a student newspaper.

### **Wide Distribution**

Try to get as many people reading the newspaper as possible, you want your work to be seen by the very students you are writing for. This will not only increase an articles exposure but will then lead to more stories coming forward and a greater pool of contacts.

### **Reader Participation**

Similarly a wide distribution encourages reader participation, something that makes a newspaper seem more realistic and reader aware. Encourage readers to write, email, comment and give their opinion it will add to your understanding of the reader and the reader's involvement in the newspaper.

### **Archive**

Make sure you archive your work for three reasons, for legal reasons so you have a copy of everything you have ever printed, for research reasons if following up a story and for use in showing off the best and most successful articles you have published.

### **Keep the Journalistic Principles at the Forefront of Your Work**

Ensure editorial independence and freedom of the press, whilst also reporting accurately, fairly and in a balanced manner, this keeps you credible in the eyes of your reader.

### **Fun**

Have Fun! Enjoy the experience it will be hard work, need a lot of effort but at the end you get to hold up a newspaper and be proud of your work.

### **And Finally...**

Remember you are representing students in a totally unique activity and are being trusted with lots of money, equipment and power; with great power comes great responsibility.



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