

Advanced News Reporting

This course is aimed at journalists who have news writing experience but want to take their news reporting to the next level, create greater impact and stand out from the crowd.

How to take your news reporting to the next level

- Being a top class news reporter is about more than being a top class news writer
- Common challenges
- Standing out in the multi-media age
- Assessing weaknesses and strengths

Finding the stories, digging out the vital facts

- Building networks of reliable contacts
- Finding off-diary stories
- Making your stories unique but not quirky
- Getting the stories they don't want you to get
- Searching
- Crowdsourcing
- Data mining
- Verifying information

Structuring news stories

- Alternative news story structures
- News intros that grab readers' attention
- Advanced techniques for structuring complex stories
- Handling developing news online

Dealing with common problems

- Managing reluctant interviewees
- Dealing with sensitive stories: death, disaster, personal failures
- How to deal with going off the record
- Turning "no comment" into something useable
- Getting great stories from seminars, exhibitions, press conferences, visits and foreign trips

Stand out from the crowd

- How to find new angles on stories extensively covered elsewhere
- Keeping one step (and more) ahead of the competition
- Getting the killer quote

One day course

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