



Using the Inverted Pyramid

Journalists use the basic format of the inverted pyramid to write a news report.

Dan Nolan, a journalist in the Middle East, was recently caught up in the riots in Egypt.

Use his notes to write a short report on what he saw.

The inverted pyramid will help you formulate your story.

Remember to give the story a head-line.

- Tuesday February 2nd 2011
- Tahrir Square, Cairo, crowds of anti- Mubarak protestors face off against president's supporters.
- Clashes erupt, rocks, sticks flying, people with bloodied faces pouring out of battle
- Army doing nothing to stop civilian clashes – tanks sit among the insane scenes
- Eight guys on horses and one on a camel charge the wall of anti-government protesters
- Crowds chanting – “down with the regime”
- Chaos everywhere
- Guys breaking the pavement into sizes they can throw.
- One anti-Mubarak supporter tells me that this is their opportunity for real change and they won't stop until it happens –“No turning back now.”



Tahrir Square, Cairo



You are the Sub-Editor

A **sub-editor** reads and corrects written material so it's free from errors and also writes the headlines and arranges the layout of photographs.

Edit the following story (look for spelling, grammar and punctuation mistakes), write a headline then arrange the lay-out of the story with the photo supplied on another piece of paper.

By Jody Delfsma

'Yes we have no bananas, we have no bananas today....' the old song used to go.

This little ditty is quiet appropriate again as banana lovers wait to see if Cyclone Yasi's handiwork will send prices through the roof.

An estimated 75% of the nation's banan crops were flattened as Yasi ravaged North Queensland on thursday, sparking fears consumer's wallets will be hitt at the checkouts.

Woolworths has already copped criticism after almost doubling the price of bananas overnight

Yesterday, Woolworth supermarkets had bananas on the shelves for 5.98 a kilo, accompanied by a note defending the price hike as the company's way of helping banana grower get back on there feet.

coles were also selling bananas for \$5.98 a kilo, minus the explanation.

But not everyone has been quick to put their prices up.

Fruit Market store manager Debbie Eckhols was yesterday selling bananas that was grown in Innisfail, but said she was preparing for a shift in prices.

"Our banana prices have only gone up a dollar, Ms Echols said.

"But we don't know what next weak will bring – we'll just have to wait and see."

Maybe there will be no bananas.



The price of bananas is expected to rise sharply in the coming weeks.
(photo contributed)



In Your Opinion

In the newspaper there is an opportunity to voice your opinion on a particular topic via text, email or letter. Choose one of the following or something that is happening in your community and write a short response of your thoughts on the matter. Remember to write in first person.

Should the media have released what the opposition leader, Tony Abbott, said while he was in Afghanistan? Was it reported out of context?



Should Insurance companies pay out on claims from flood and cyclone victims even if they were not covered by these natural disasters?

Should there be a total ban on use of mobile phones by drivers of vehicles?



Should Julian Assange, editor-in-chief of WikiLeaks be arrested or treated as a terrorist for releasing classified documents or should he be recognized with awards for enabling freedom of speech?



Job Description

The following is a job advertisement giving a prospective job seeking journalist an idea about the responsibilities, skills and duties required for the job. Some of the words in the description have been left out. (*verbal, high, ability, skin, stamina, research, skills, law, current, degree, time*)

When you have filled in the blanks tick the points that you think you possess and write a cover letter explaining why you would/ wouldn't be suitable for the job.

JOURNALIST

One of Australia's most respected publications is looking for a journalist to join its fast-paced, dynamic and growing team.

To be the right candidate you must have:-

- A _____ in journalism or similar qualification
- Good written and _____ communication skills
- Computer _____
- Good organizational and _____ management skills
- Excellent _____ skills
- The _____ to work well under pressure
- A thick _____ to handle difficult situations
- Persistence and _____
- A knowledge of the _____ as it affects journalism
- A passion for _____ affairs
- _____ standards of accuracy

If this sounds like you please send a cover letter and resume detailing your qualifications and experience to nie@apnap.com.au





Conducting an Interview

Interviewing is a very important skill for any journalist. It is a way to gather information and create content for a story. Good interview techniques require practice and takes time to master.

Here is an example of an interview.

Match the questions with the responses then with a partner have a go at conducting the interview.

Interviewer

Earlier this week, Mickey Mouse faced the Supreme Court in a legal challenge with the Disney Corporation who wanted to extend his copyright terms to stop him from entering the public domain. Today I'm interviewing Mickey Mouse after the court ruled in favour of the Disney Corporation.

Q: How does it feel to have your sentence extended by two decades?

Q: Some might say that it's perfectly legitimate for Disney to own you— after all, they created you.

Q: What is your next step?

Q: Do you understand why the Corporation wants to hold onto you exclusively?

Q: What will this mean for the rest of the gang?

Thanks Mickey for your time. I hope all goes well with the appeal.



Mickey Mouse

A: Create me? Yeah, Walt Disney created me, but he didn't create me out of nothing. This whole "ownership" business sticks in my glove. So yeah, they created me. But they don't want to let other people build on me and now I'm locked up for another stinking 20 years! Do you have any idea what it's like to have to greet kids at Disneyland every single day, always smiling.

A: When their time comes they'll be given the same sentence. Minnie is pretty cut up about it. She had some big plans. Goofy just wants to retire so he's not all that thrilled with the outcome. None of us are feeling real animated about it.

A: How do you think it feels? For almost 70 years, I've only been allowed to do what the Disney people say I can do. Sometimes someone comes up with a new idea, and I think to myself, "Great! Here's a chance to stretch myself!" But of course they won't let me leave the reservation. If I do, they send out their lawyers to bring me home.

A: All I know is that they're selfish. I don't think you realize how tight the clamps on me are. If I so much as flicker anywhere else, Disney issues a summons and take us all to court for trademark violation and copyright infringement.

A: I'll appeal but if the courts won't help me, then all I can think of is civil disobedience. I'm going to protest and use the slogan 'Free the Mouse'. Disney says I'm its property, and that any unauthorized use of me is infringement, theft, plagiarism. I say, NO WAY.

No worries. Thanks for allowing me to throw a few pebbles at the company who's keeping me out of the public domain.



Important Interview Techniques

When conducting an interview, there are some important things you should remember. Sort these tips in each category into

GOOD

BAD

► BODY LANGUAGE

How the interviewer (the one asking the questions) looks while talking to the interviewee (the one answering the questions)

Shoulders slumped or slouching, Arms at side or in front, Makes direct eye contact, Arms crossed, Sits facing the person, Legs crossed at ankles, Looks away or rolls eyes, Legs crossed at thighs, Sits facing away from the person, Shoulders up and back straight

► SPEAKING

What does the interviewer sound like while talking to the interviewee?

Speaks loudly, Speaks very fast, Uses monotone speech, Good articulation of words, Speaks slowly, Does not interrupt, Words mumbled; not understood, Fluctuates voice (high and low), Speaks softly or quietly, Interrupts the interviewee

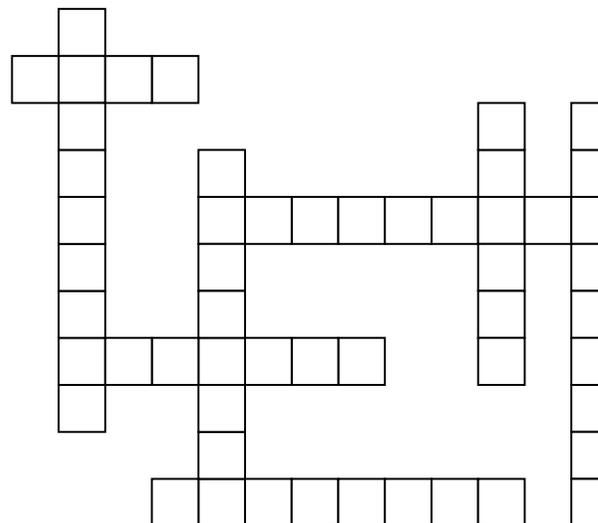
► INTERVIEW QUESTIONS

What type of questions does the interviewer ask the interviewee?

Is not ready to ask questions; seems unprepared, Asks open-ended questions, Asks questions that relate, Asks questions that require one- or two-word responses, Asks questions that do not seem to relate to the interviewee, Is ready to ask questions



Capturing a crossword



ACROSS

- The first and most important sentence of the story
- A newspaper article written giving an opinion on an issue
- The process of reviewing a news story and checking for mistakes before the story is published
- The time when an article must be submitted

DOWN

- A person who writes, edits or reports for a newspaper, magazine or broadcast.
- The name printed before or after an article of the person who wrote the story
- A journalist who writes a regular segment on a particular interest eg fashion
- An article that takes an in-depth look at what goes on behind the news