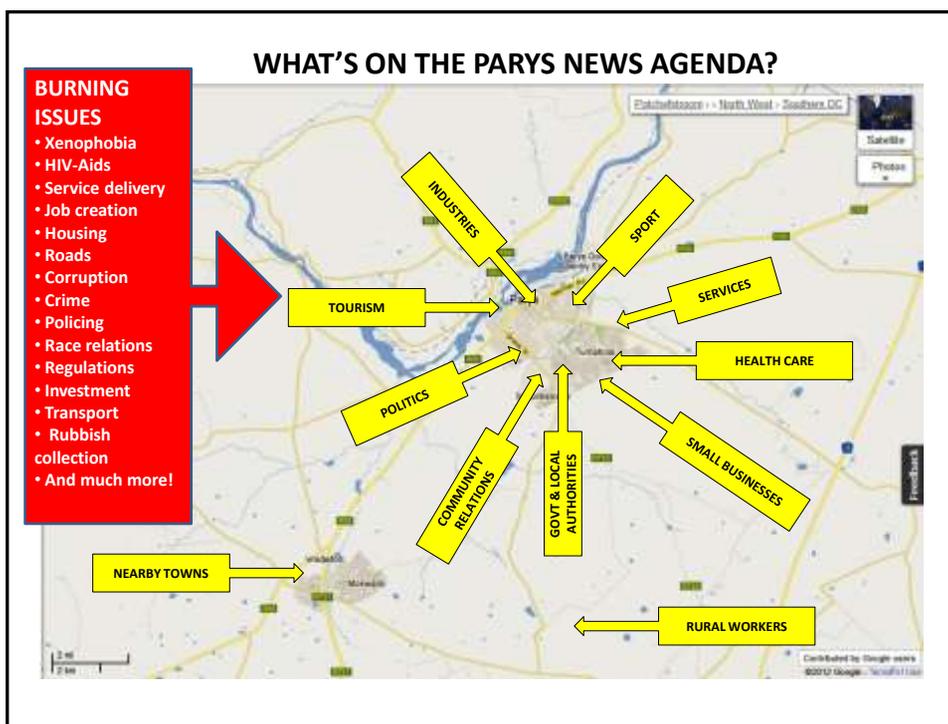


THE PARYS COMMUNITY NEWSPAPER

Prof Graeme Addison
Former head of the Department of
Communication, University of North West
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GROUP DISCUSSION: AIMS OF TODAY

PERSONAL SKILLS DEVELOPMENT

- Get more info about journalism
- Improve your communication skills
- Find out about multimedia use
- Writing skills for articles
- Conducting interviews
- Self-reflection to decide what interests me
- Where and how to find news
- Steps in investigative journalism



GROUP NEWSPAPER CONCERNS

- Regulations and laws affecting newspapers
- Define ourselves – our objectives
- What's important for our newspaper
- Management – how to keep going



**WE ALL NEED SKILLS TRAINING & MENTORING
THE EDITORIAL COLLECTIVE NEEDS STRATEGY!**



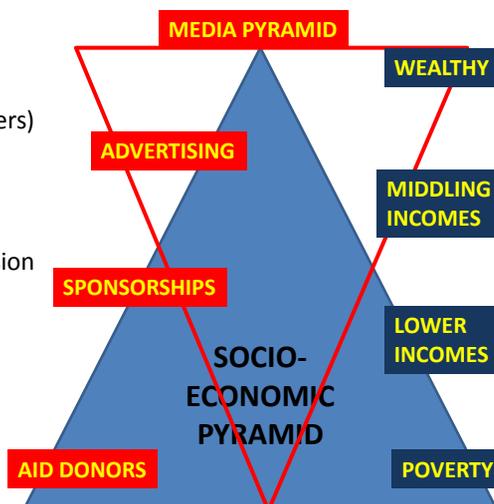
1. STRATEGY

- Job creation, Parys and ecotourism
- What news does the community need?
- Correcting the media balance
- Empowerment through media
- Contacts

THE MEDIA PROBLEM

- EXISTING MEDIA

- Parys Gazette
- Mirror group (Vaal papers)
- Provincial weeklies
- Daily & Sunday Press
- Local community radio
- National radio & television
- Foreign media
- Facebook, Twitter, websites
- Informal and personal communications
- Rumour network



MEDIA FAVOUR THE ELITES

Media tend to serve the information-rich rather than the information-poor

To balance this, community media seek to be pro-poor

- The information rich are those with:
 - MONEY: Disposable income to attract advertisers
 - ACCESS to media (they can afford many newspapers, television, mobile communications)
 - URBANITES: Usually, those living in and around cities
 - LITERACY: People with a good education, high literacy and numeracy
- The information poor lack these advantages, so community media aim must seek sponsorships to afford free media
- News in community media should cover what the mainstream media neglect or overlook
- Community media provide an alternative view of social reality along with information that democracies need for informed voting

CORRECTING THE BALANCE



www.pressroots.co.za

EMPOWERMENT THROUGH MEDIA

- Editorial
 - Reporting
 - Writing
 - Sub-editing
 - Layout and design
 - Editing responsibilities
- Business & management
 - Finance and administration
 - Advertising sales & promotions
 - Production & distribution
 - Market research
 - Legal and regulatory issues



SETTING OBJECTIVES

- SKILLS TRAINING
- COMMUNICATIONS
- BUSINESS DEVELOPMENT
- JOB CREATION
- SUSTAINABILITY

MARKETING & PROMOTIONS

- MARKETING
 - Selling advertising
 - Raising sponsors
 - Obtaining donors
 - Sales or free?
 - **Circulation & readership figures!**
- PROMOTIONS
 - Being visible
 - Running events
 - Special publications
 - Connecting with public events
 - **Gaining popularity!**



WORTHWHILE CONTACTS

- www.civicus.org/ World Alliance for Citizen Participation
Civicus has lots of material on media skills
- <http://www.publishsa.co.za/> Publishers Association of South Africa (PASA)
PASA is the largest publishing industry body in South Africa, and is committed to creativity, literacy, the free flow of ideas and encouraging a culture of reading.

BRAINSTORM : NEWSPAPER PROJECT

- RE-PLAN YOUR NEWSPAPER FOR NEXT ISSUE – decide on :
Front Page lead story, most important feature, **opinion piece**
- ROLE PLAY:
 1. Editor – BEST QUALITY NEWS & VIEWS COVERAGE
 2. Business manager - ATTRACT ADVERTISERS, KEEP COSTS LOW
 3. Reporter 1 – HOTTEST NEWS
 4. Reporter 2 – NEGLECTED NEWS
 5. Feature writer – BURNING ISSUES
 6. Web specialist – USE THE WEB
 7. Young MixIT user – COMMUNICATE QUICKLY
 8. Ad sales rep – WHO WILL BUY ADVERTISING IN THIS ISSUE?
 9. Sub-editor – DEADLINES & COPY FLOW – URGENT!
 10. Spaza store owner – ATTRACT CUSTOMERS WITH THE PAPER
- **Everyone writes a report afterwards. Choose ONE of the stories and write the headline and a few paragraphs (100 words)**
- **Record keeper – REPORT BACK ON THE PROCESS OF DISCUSSION**



2. JOURNALISM

- Newswriting using 5 W's and H
- Freewriting
- Interviewing
- News, features, opinion
- Departmentalising in 'slots'
- Newspaper formats

FREEWRTING

Freewriting is writing what comes into your head. It does not matter if your style and grammar are poor (ignore mistakes) – the important thing is to get words down on paper (or on computer). You can always rewrite later. Freewriting is private: don't show it to anyone unless you are confident.

- Set yourself a topic: For example, “Why are there service delivery protests?” or “What causes xenophobia?”
- Think about the topic – discuss it with others
- Start a writing session – allow say 15 minutes
- You may stop to think but don't correct anything
- When you have finished, re-read and rewrite it

FREEWRTING CREATES IDEAS AND GIVES YOU WORDS TO WORK WITH! IT COMES NATURALLY, LIKE TALKING.

NEWSWRITING METHODS

- 5W's and H
 - I kept six honest serving-men;
 - They taught me all I knew.
 - Their names were what and why and when
 - And how and where and who.
 - Rudyard Kipling
- QUESTION-AND-ANSWER
 - What's happening?
 - Where and when and who is involved?
 - Why is it happening?
 - How is it happening

EXAMPLE 1

- What: The South African hot air ballooning championships
- Where: taking place in Parys, Free State
- When: over the weekend
- Who: involving top competitors from around the country
- How: was virtually blown away when strong winds and hailstorms hit the area
- Why: Due to a massive cold front, according to the SA weather service.

EXAMPLE 2

- Where: The Eastern Cape branch of the ANCYL
- When: this week issued a statement
- How: after a meeting of the provincial executive
- What: on the question of
- Who: President Zuma's wives
- Why: asking whether the taxpayer should pay for their upkeep.

TYPES OF COVERAGE

- NEWS MENU OR DIARY
 - *Who, what, where, when*
 - List of routine items to cover eg meetings
 - Media releases
 - Sudden events
 - Community events
 - Business
 - Politics
 - Crimes, scandals
 - Achievements
 - Sport
- FEATURES
 - *Why and how*
 - Gender issues
 - Health issues
 - Service delivery
 - Personalities
 - Community issues
 - Culture and the arts
 - Science & technology
 - Environment
 - Background analysis
- OPINION
 - *Op-ed perspectives*
 - *Personal columns and blogs*
 - *Editorial views*
 - *Readers' letters*

INTERVIEWING

- Keep proper notes!
- Name and contact details of person being interviewed, where and when interviewed
- Photograph if possible
- What's the story?
- Who was involved?
- Where and when did it happen?
- How? (that is, describe the details)
- Why? (what caused it do you think?)
- MAY I QUOTE YOU?

ORGANISE COVERAGE IN 'SLOTS'

- Slots are editorial departments
- Have filing systems for news, features and opinion, readers' letters, promotions etc
- Do special supplements for public events
- Put editors in charge of departments
- Organise coverage in regular editorial meetings
- Hold reporters to deadlines!
- Copy must be typed into the system
- "Copy tasting" is first step in editing

NEWSPAPER CONTENT & FORMATS

- STANDARD FORMAT
 - News up front
 - Features inside
 - Opinion in the middle
 - Classifieds at the back
 - Sport on back page
- OTHER FORMATS
 - Opinion up front
 - Sport up front
 - Features up front





3. PAPER & PEOPLE

- Citizen journalism
- Service journalism
- Do a survey!
- SWOT analysis of Spot On
- Where to from here

CITIZEN JOURNALISM

- **ANYONE CAN BE A REPORTER**
- LIFE HAPPENS AROUND YOU
- EVERYONE HAS A CELLPHONE
- ENGAGE WITH THE COMMUNITY
- ENCOURAGE IDEAS & FEEDBACK



CITIZEN JOURNALISM

- GRAHAMSTOWN, South Africa, March 18 -- South Africa's oldest independent community newspaper is experimenting with a new concept in mobile websites that combines potential for real-time advertising, citizen journalism and publishing.

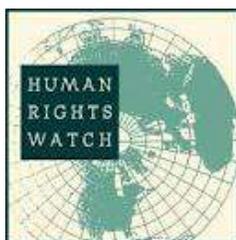
Situated in the rural Eastern Cape district of Makana, the 140 year old [Grocott's Mail](#) has developed a mobile service called [Grahamstown NOW](#) (GhtNOW). The site expands real-time services beyond news, to mobilise community interaction through citizen journalism and advertising online.



<http://www.upiu.com/science-technology/2011/03/18/Grahamstown-NOW-beyond-mobile-news/UPIU-6131300463028/>

SERVICE JOURNALISM

- **HELPING PEOPLE TO HELP THEMSELVES**
- ENTREPRENEURSHIP
- HEALTH AND SAFETY
- AIDS PREVENTION, SEX EDUCATION
- DO-IT-YOURSELF, SAVE MONEY
- EDUCATIONAL MATERIAL
- RIGHTS AND THE LAW
- VOTER EDUCATION
- MONEY EARNING OPPORTUNITIES
- HOW TO GET A JOB



SWOT?

- PROBLEM AREAS
- MONEY
- THE LAW
- READERSHIP
- PERSONNEL
- PREMISES
- ORGANISATION
- COMPETITION

RESPONSIBILITIES

Who is responsible for raising finance and controlling spending?

Who guides the editorial agenda?

Who does market research?

Who arranges training and ensures skills are learnt?

Who manages the administration and control of assets?

WHO is responsible for business development?

WHERE TO FROM HERE?

- Contracts for reporters and photographers
- Hold regular Diary meetings and debates
- Investigate multimedia outlets
- Develop an sms list to promote the paper and get audience inputs
- Set advertising rates and learn to sell
- Do market research surveys into audience needs and interests
- Continue training and mentoring to improve skills
- Have a constant inflow of recruits and stay open to the community's citizen journalists
- Provide service journalism to help people live better
- Investigate and expose the corruption that affects people's lives
- Promote the newspaper to build understanding of your democratic role

CONTACT

- Graeme Addison
- writer@wol.co.za
- Mobile: 084 245 2490

Editorial
Assignments

