

EDITORIAL GRADUATE TRAINING SCHEME (PROVIDED BY PRESS ASSOCIATION AT HOWDEN) OVERVIEW 2010

	<i>Syllabus</i>	<i>Tutor</i>	<i>Module</i>
WEEK 1 September 06, 2010			
	<i>Evening welcome reception</i>	Tony Johnston/Mike Watson	
Day 1	Introduction to course The newspaper industry – an overview, history, setting where we are in context The role of the multimedia journalist in today's newsroom What makes news; sources of stories; the news agenda today The role of video and the skills required	Tony Johnston/Mike Watson	Reporting
Day 2	Getting the basics right: use of words, story construction, intros, identifying key points of a story, the do's and don'ts of dropped intros, telling it simply, writing to style, keeping in accurate, keeping it balanced, writing as tightly as possible.	Tony Johnston	Reporting
Day 3	What the training and job meant to me, what I wish I had known before I started the job	John Swaine	Reporting
PM	Content that sells, the art of editing, grammar, punctuation, use of language – clichés, jargon, unnecessary adjectives, meaningless modifiers building pictures in the readers' minds; common mistakes; further exercises in tight writing and editing.	Nick Jenkins	
Day 4	Thinking headlines – for reporters and production journalists. What makes a good headline, and a bad one; headline styles – the label, the narrative, the	Nick Jenkins	Subbing

quote, the one-word, the pun; relationship between main decks, strap lines and sub decks; attribution; headlines on the web; the reporter and production journalist working together
 Pictures on a page: captions; visual journalism

Day 5 Writing and editing – a complete page written and edited accurately. Nick Jenkins Subbing

WEEK 2 September 13, 2010

Day 6 Writing for the Web. Andy Drinkwater Online

Day 7 Introduction to the web and social media for journalists Andy Drinkwater Online

Day 8 Telling stories online the Telegraph way - an introduction to the reporter's role as a curator of information, examples of best practice, what we expect from online headlines and the role of SEO in determining how we write Ed Rousell Online

Day 9 Advanced interviewing skills - understanding body language Face to face and telephone interviewing, death knocks press onferences and putting interviewees at their ease Tony Johnston Reporting

Day 10 Advanced interviewing skills cont Tony Johnston/ Mike Watson Reporting

WEEK 3 September 20, 2010

Day 11 Getting it right first time: rewriting accurately, using quotes to animate and tell Peter Sands Reporting

a story, editing pitfalls, practical exercises in good writing and editing, of well-edited stories and poorly edited text. The importance of attribution

Day 12	More on writing skills	Peter Sands	Reporting
Day 13	An introduction to video	Andrew Glover	Video
Day 14	An introduction to video	Andrew Glover	Video
Day 15	An introduction to video	Andrew Glover	Video

WEEK 4 September 27, 2010

Day 15	Basic media law - covering the courts, structures, personnel, civil and makes news, sources of news, how to find and keep contacts, story writing criminal courts, reporting restrictions, preliminary hearings, indictable offences, children and young people, ASBOS, sexual offences, contempt of court, protecting sources, protection for court reporters	David Banks	Law
Day 16	Law and ethics in practice: privacy and intrusion, identifying public interest requirements, the PCC Code of Practice and rights of access. Guy Black visit.	David Banks Guy Black	Law
Day 17	Freedom of Information Act and using it to extract data	Paul Francis	Online
Day 18	Working with data: Finding, interrogating visualising and mashing data to produce great exclusive stories	Paul Bradshaw	Online

Day 19 Working with data part 2 Paul Bradshaw Online

WEEK 5 October 04, 2010

Day 20 Law cont'd: Libel - defamation outlined, slander and malicious falsehoods key defences; law and the internet, pushing back the boundaries; beware the blog and podcasts, practical exercises David Banks Law

Day 21 Understanding contextual journalism; how does the story link to the web ecosystems; how do you manage this and how does this drive traffic. The long tail of the web Andy Price Online

Day 22 Stickiness and internal navigation, deep context and information scent Community building; The journalist as a brand, gatwatching and guiding readers; the power of expertise; Computer aided news gathering and blogging Andy Price Online

Day 23 Introduction to Adobe Photoshop, Indesign and Ti Majek Online

Day 24 Introduction to Adobe Photoshop, Indesign and Ti Majek Online

WEEK 6 October 11, 2010

Day 25 Introduction to design and layout Phil Swift Subbing

Day 26 Tight subbing, proof reading and headlines Understanding story structures in print and online advanced intro writing Phil Swift Subbing

Day 27	Editing, writing accurately and laying out a breaking story. Simon Heffer visit	Mike Watson/Simon Heffer	Subbing
Day 28	Talking pictures: the need to think visually, firing squads v animation, clarity and clutter, why readers see pictures first, the good, the bad and the ugly; selection, cropping, practical exercises, picture formats online	Martin Stephens	Subbing
Day 29	Project Management, enterprise and making journalism pay	Peter Sands	Reporting

WEEK 7 October 18, 2010

Day 30-33	Multi-media project week. Delegates will bring together the skills they have acquired in the five weeks of training through a series of structured, practical projects aimed at exploring story telling in different mediums. Delegates will work in teams.	Tony Johnston/Mike Watson	Project
Day 34	Telegraph presentations	Mike Watson	Project
Day 35	Pulling it all Together. Q & A; reprise key elements of course.	Mike Watson/Tony Johnston	Project

Howden Talk – Telegraph 2010

1. Graveyard slot

Want to be journalists, not lawyers but you must be aware of the legal hurdles you will necessarily meet. You must have a reasonable working knowledge of what you can and cant write – my job is to assist in this process.

2. Our Company

- Most successful broadsheet newspaper company

3. Our Department

2 lawyers full time/ 2 part time
24 hours/7days a week/365 days a year

phonecalls, emails (e.g. Glen Johnson injunction) – analysed + dealt with on blackberry

4. What I do?

- Advise, prevent, remedy, fight challenges and
- Good newspaper lawyers job – get stuff in rather than keep stuff out! (journalists words are gospel!)
- Liaise with reporters, editors, picture editors, journalists, web journalists, UGC editors etc – manage complaints

Pre publication advice
General rule = Freedom of expression
If in doubt liaise with lawyer

(a) Privacy – the year of the superinjunction

- (i) John Terry – superinjunction
- (ii) Avram Grant – public interest
- (iii) Colin Montgomerie
- (iv) Footballer 1 - GJ
- (v) Footballer 2 – DJ
- (vi) Footballer 3 - PC

- (vii) Charles Kennedy
- (viii) John Prescott
 - a. Tracy temple
 - b. Croquet
- (ix) Peter Mandelson pics – public interest
- (x) Prince Harry
- (xi) Alfie Patten
- (xii) Kate Moss v Madonna
- (xiii) Anna Ford
- (xiv) Elton John
- (xv) Helen Mirren
- (xvi) Kylie
- (xvii) Fabio Capello
- (xviii) Georgia May Jagger – private party inside the pub
- (xix) Alan Duncan – Bali Holiday/MP's on the breadline
- (xx) Subo
- (xxi) Max Mosley

(b) **Defamation**

- (i) Al Abdin – is he an extremist, can we rely on docs
- (ii) Dr Pachuari – what does it mean
- (iii) Naomi Campbell – suggestions she lied
- (iv) Ronaldo

(c) **PCC Code**

Deal with later

- Contract (buy up of individuals for stories – e.g Russian Spy husband)
- Copyright
- Freedom of information
- Challenging the courts (reporting restrictions)

5. Whats' happened recently?

- (a) Expenses – the Daily Telegraph expose -
- (b) Proliferation of footballer injunctions
- (c) Police Clarify photography laws – stop abusing anti terrorism laws
- (d) Jacob Zuma wins libel damages from Guardian for calling him a rapist.
- (e) Tom Bower wins Libel claim again Richard Desmond
- (f) Alfie Patten – he's not the dad and lifting of that injunction
- (g) Times convicted of contempt – referred to jury deliberations.

6. UGC's – unmoderated v pre moderated

LEGAL HURDLES to be aware of

7. PCC Code

- Photos of celebrities
- Accuracy (editors don't like apologising or admitting they got something wrong)
- Privacy – reasonable expectation of privacy
- Subterfuge

Is it effective – Alex Renton, Heathrow protesters

- Undercover reporting –
No fishing exercise, must have public interest reason to go undercover
School chosen at random
 - (a) Inaccuracies
 - (b) ID a child as a victim of a sexual assault
 - (c) Used misrepresentation to obtain information
 - (d) Clause 6 – children**MUST BE PUBLIC INTEREST TO JUSTIFY SUBTERFUGE**

8. Libel – what does it mean

Reducing someone in the minds of right thinking people e.g paedophile

- Comment from both sides
- Allegations supported
- Good sources

Reynolds – good journalistic practice

9. Copyright – Is it a direct copy? Paraphrase and accredit sources.

People pay out to us

Telegraph pay out to the Sun – BE CAREFUL. Always paraphrase

10. Reporting restrictions

- Sexual offences – blanket anonymity unless voluntarily lifted
- Juveniles – orders normally apply unless public interest
- Family courts – generally restricted but reporting allowed (problem with miscarriage of justice v criminal court – Roy meadows)

- Injunctions – Carr, Thompson, Venables (Carr injunction changed so we cant say type of work she is doing)

11. If it all goes wrong

Apologies –

Our obituary of Lord Cottesloe, published yesterday contained very serious errors because wrong material, which did not relate to Lord Cottesloe or his family, was inadvertently incorporated. In offering our most sincere apologies to Lady Cottesloe and all members of the family we are particularly mindful of the gross and deeply hurtful mis-statement published yesterday that Lord Cottesloe's daughter and his second wife, who is Lord Cottesloe's surviving widow, both died from gunshot wounds sustained in accidents in the gunroom of Meiklour House.

We are well aware, and are most contrite in acknowledging that no such accidents ever occurred, that Lord Cottesloe did not have a daughter named Caroline, nor did he have an estate in Perthshire or Wiltshire, and that Lady Cottesloe, Lord Cottesloe's second wife, has in fact, survived him.

In setting the records straight, we repeat our apologies for these grievous errors.

Damages – Arkel v Pressdam

A's solicitors demanded apology and costs and said "his attitude to damages will be governed by the nature of your reply"

Private eye responded " we note Mr A's attitude to damages will be governed by the nature of our reply, We would be grateful if you would inform us what his attitude to damages would be were he to learn that the nature of our reply is as follows: F... Off".

Prison

3rd Party can be ordered to pay costs for a trial thrown away