

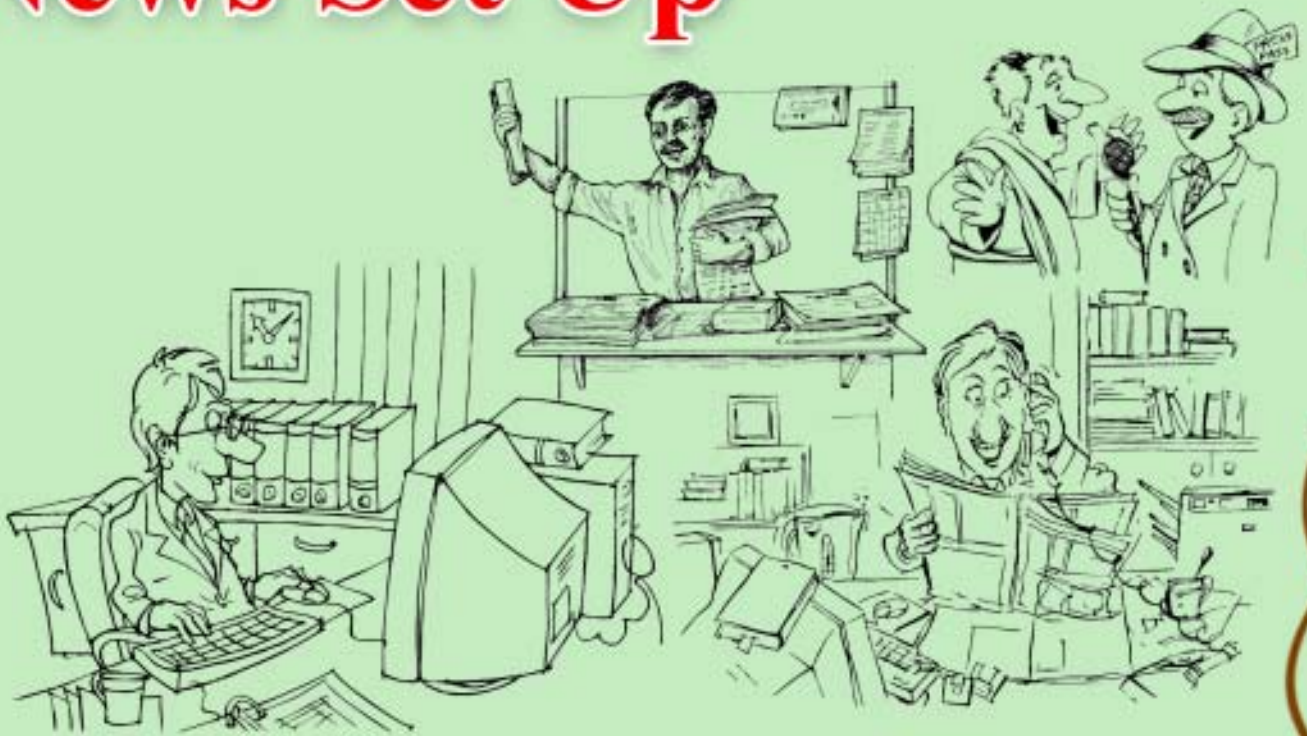
DJMC 2
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ସମ୍ବଲପୁର
Odisha State Open University
Sambalpur

Diploma in Journalism & Mass Communication
(DJMC)

News Set Up



Journalism & Mass Communication



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Odisha State Open University, Sambalpur
Established by an Act of Government of Odisha

DIPLOMA IN JOURNALISM & MASS COMMUNICATION

DJMC-2

News Set Up

Block

2

News Set Up

Unit - 1

Reporting Departments, Role, Function and Qualities of a Reporter

Unit - 2

**Role and importance of news sources, Ethical aspect of sourcing
News and Reporting**

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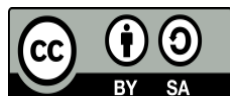
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UNIT – I

1.0 UNIT STRUCTURE

- 1.1 Learning Objectives
- 1.2 Introduction
- 1.3 Structure of News Organisation
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- 1.5 Check Your Progress
- 1.6 Role, function and qualities of Reporters
 - 1.6.1 Qualities of Reporter
 - 1.6.2 Role & Function of Reporter
 - 1.6.3 Role, function and qualities of Chief Reporter and Bureau Chief
- 1.7 Check Your Progress

1.1 LEARNING OBJECTIVES

The Objective of this unit is to understand the news room set up and function of various persons working in a news room.

After end of this unit you will be able to:

- Get an overview of the news room set up
- Know about function of various personnel working of the news room.

1.2 INTRODUCTION

Many people think that the newspaper means only the news reporter or the photographer. Similarly, TV news is all about the reporter or cameraman or anchor.

Though they are very crucial in gathering the news, there are several other persons who work in processing and presenting the news to the public. In other word, a newspaper or TV bulletin is a product of group effort. Several team of professionals work together in all leading media houses to deliver us news. The size of team varies as per the size and reach of the media.



Figure 1: A view from office of the New York Times in 1943

In order to operate effectively like any other organization, the newspaper or news media is organized in a systematic way. Though departmental structure is not exactly same in all media houses, they share a common basic structure of staff, who do specific and necessary tasks. Let’s discuss about basic structure of a newspaper, magazine, TV or Radio.

1.3 NEWS ORGANISATION

A news organization has various departments to collect information, print it and serve to the general public. All of the departments are important. An average news organisation’s staffs are divided into four basic departments – editorial, production, circulation and advertising. These Four departments have been part of any newspapers for more than 150 years. For an electronic media like TV or Radio, the circulation department is known as distribution department. However, some big news organisations have added other departments like Marketing department, Accounting department, Administrative department, Stores department and others. Let’s get an idea about various departments in a news organisation.

BASIC DEPARTMENTS IN A NEWS ORGANISATION

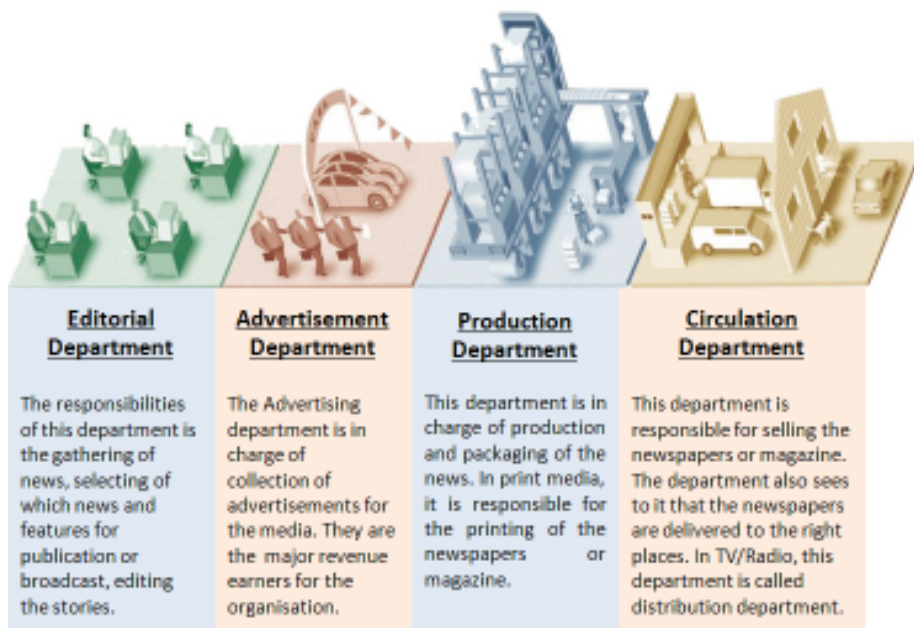


Image Source: www.highered.mheducation.com/sites/dl/free/0073378917/773984/har78917_ch02.pdf

Figure 2: Core Departments in a News Organisation

Editorial Department: As the name implies, this department is responsible for content for any news organisation. The primary work of this department is to gather the news, select which news and features to be published or broadcast, edit the news and features that have been selected and package it for media. It is headed by the Editor, who is responsible for all the content that appears in a newspaper. The Editor, in a newspaper, is supported by Assistant Editors, News Editors, Sub Editors, Copy tasters, feature writers, correspondents and so many others to gather news from various sources and bring them to the doorsteps of readers. In case of TV Channels, the Editorial Department includes the editor or news director, anchorpersons, graphic designer, editor, and reporters and writers responsible for newscast.

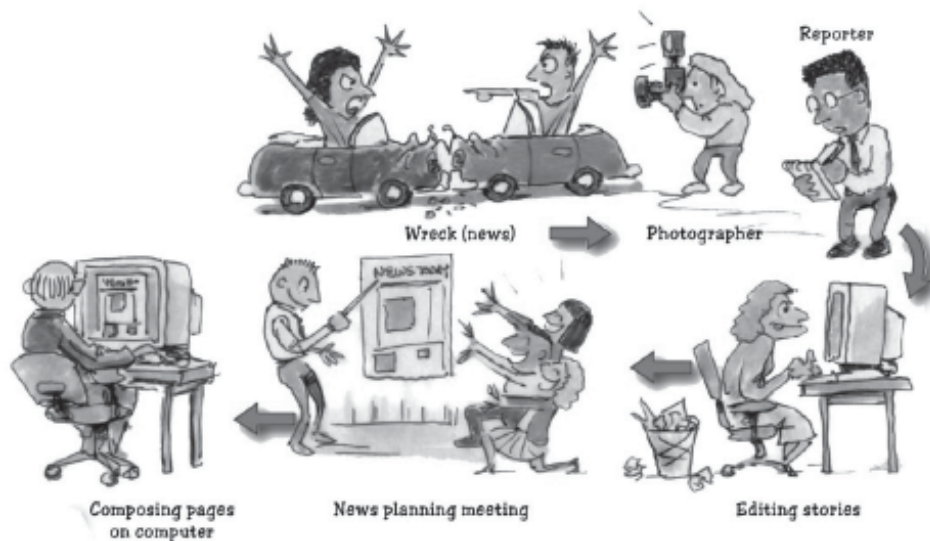


Figure 3: Flow of Activity in Editorial Department of a Newspaper: www.media.herald-dispatch.com/nie/

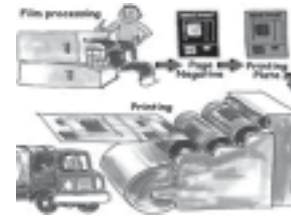
Advertising Department: The advertising department earns revenue for the news organisation by selling advertisement space to local and national advertisers, scheduling advertisements, sending bills to customers. Without advertisements, a news organisation cannot survive. The Advertising department of a newspaper is in charge of advertisements that are published in the paper. They work with advertisement agencies and also directly with customers.



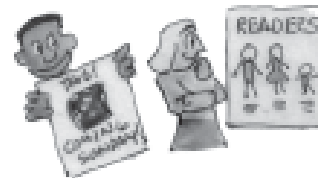
Circulation Department: Circulation is another major division of a news organisation since the media ultimately stands or falls on the basis of the number of steady readers / viewers who access the media. Delivering the media at different parts of the town, region, or country is the major responsibility of this department. In a newspaper, the circulation guys sell the newspaper, deliver it to retailers as well as collect data from the subscribers. They sell the newspaper and hence earn revenue for the organisation. This department ensures that the media is delivered to the right places at right time.



Production Department: Newspaper production from prepress to distribution is controlled by the production department. This department is in charge of for transferring the news into pixels and ink. It is responsible for everything that has to do with the production and printing of the newspapers or magazine. In case of electronic media, the production department put together locally produced programming. At many stations the programming function is also handled by the production department.



Marketing Department: Marketing department conducts research, develops promotional activities, and creates advertising to sell the news media to the readers / audience and advertising space to businesses and individuals. It helps in monitoring the media's market, providing business and consumer information to circulation, advertising and news, and developing promotional campaigns for the newspaper.



Accounting Department: The accounting department is responsible for all financial functions, including budgeting, capital expenditures, sales forecasts, expense billing, accounts receivable and payable and payroll. Some of these accounting works include the preparation of books of accounts, preparation of the budget, making financial plans, preparing the balance sheet, and others. It has to record all business transactions according to the prevailing tax laws and accounting principles.



Administrative Department: General administration of the organisation comes under the responsibility of this department. This department looks after the general administrative work pertaining to personnel their selection, training, promotion, allotment of work, maintaining leave record, liaison with government departments, general facilities and all such work that facilitates working of other departments. In the absence of a separate legal department the administrative department also handles the work pertaining to legal matters.



Stores Department: This department is responsible for proper storage of newsprint, raw materials for printing and all other materials that are used by the organisation. It also maintains and keeps a record of the stocks of the raw material (paper, ink, stencils etc) and the finished good. Its role is highly critical in ensuring supplies for various activities of the organisation in a timely manner. It ensures all storage facilities are in proper working order and materials are in good condition.



Besides these sections, big news organisations have separate departments for human resource, legal and public relation matters. The human resource (HR) department

coordinates employment and recruiting for the news organisation, and assists with benefits, training and development and other special programs. It looks after placements, promotion, compensation, employee welfare, performance appraisal, personnel research, retirement, personnel policy formulations etc for the organisation. In absence of HR department, these functions are carried out by the administrative department. The Legal department handles the legal issues. The Public Relations department looks after managing a harmonious relationship with internal and external public. Because of intense competition, some organisations have established promotion department to look after promotional activities. Big news organisations also have a data processing department to carry out data processing functions. It is by a data processing manager, computer supervisors, computer operator, key punch supervisor, programmer, systems analysts and control clerk. Recently, online department is being added to the media house with responsibility of managing the online edition and web portals of the organisation.

1.4 THE NEWS DEPARTMENTS

The News Department is the heart of the news organisation. It is an important section of media as it keeps a tab on inflow of news, selects and processes them for publication. In fact this department decides everything, except advertising, to be published in a newspaper and or on online newspaper or magazine or broadcast on radio or television. It deals with news, features, comments, columns and editorials.

Let us discuss the Editorial Department in different types of media organisation.

1.4.1 NEWS DEPARTMENTS IN NEWSPAPER

Stop Press

The News Department of a newspaper is headed by Editor or Editor in Chief, who is assisted by Managing Editor or Associate Editors. He oversees entire staff, communicates with publisher and is the public face of the newspaper. The managing Editor handles day-to-day operations of the department, content planning. He acts as an interface between staff and the editor-in-chief. Some big newspapers also have section editor or desk editor who look after a particular section of news or page of the newspaper. They can be city editor, entertainment editors, sports editors, business editors, feature editors, government editors, suburb editors, web editors, etc. The bigger the paper, the more specialized the section editors. Some newspapers having multiple editions keep Resident Editors, who are in charge of a particular edition. Resident Editors of each edition coordinate with each other and keep in touch with their Editor, who has a larger editorial responsibility of the newspaper group as a whole.

Stop Press is a term used when an exclusive story or a big news story have to be come from any source and the press need to be stopped and wait for the story to be covered in the newspaper.

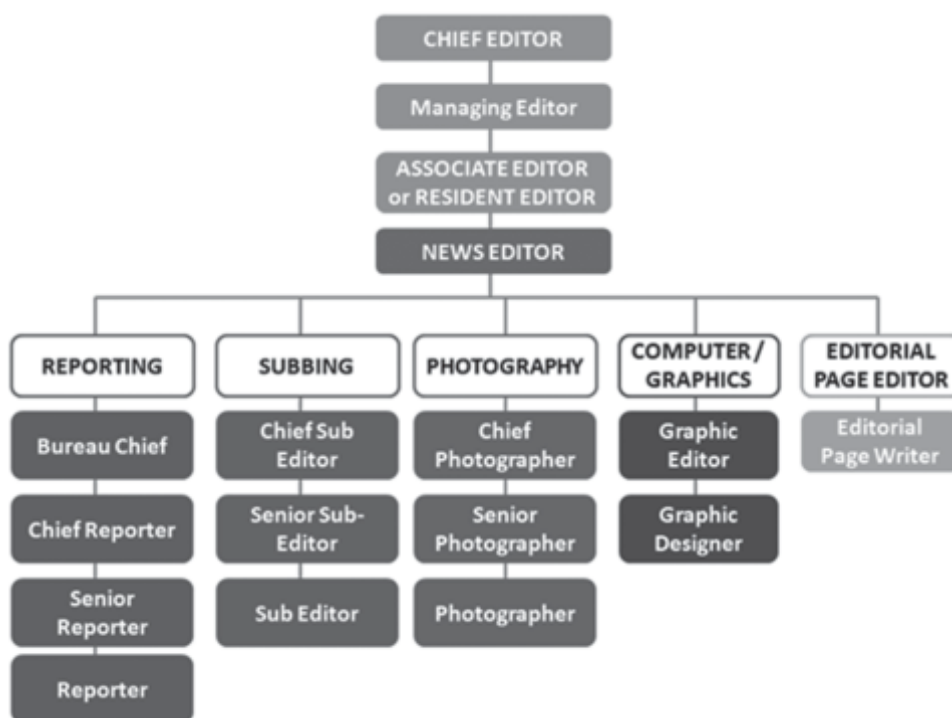


The News Department can be divided into various sections: Reporting, Subbing, Photography, Editorial Page and Design / Graphics. All these sections work under the leadership of News Editor, who takes all major decisions regarding coverage of news stories in consultations with the bureau chief. The news editor coordinates the news collection process, the editing and the final presentation of news. The news editor also assigns work to members of the desk, interacts with the advertisement section regarding space for news on each page and basically oversees the work of the editorial department.

Stringer is a part-time or non-staff employee assigned by a news organization to cover areas that are considered less newsworthy or that are deemed peripheral to the news organization's coverage area. Stringers are paid in proportion to their published or broadcast work.



The Reporting Section is headed by the Bureau Chief. He allocates assignments to and supervises the work of the news bureau members. The Chief Reporter allocates and supervises the work of the team of reporters. She may regularly report and interpret all important news. The Chief Reporter is assisted by Senior Reporters, Correspondents, Reporters and stringers who gather the news and write it for the newspaper. In some newspapers they are assigned to cover a specific beat or area of coverage. They go to the field to cover news and come back to the newspaper office to write their stories. Then they handover the story to bureau chief, who in turn sends the news to the news editor.



The News Editor then decides on which page or section the news will be published and accordingly sends the news to Chief Sub Editor (known as Chief Sub). Like the news editor, the chief sub has a critical role in editorial department. She leads the news desk. Along with the news editor the chief subs plan and write the leads and also write updated versions of developing stories. Since News Desk usually operates in shifts, a chief sub editor usually heads each shift. While the news editor plans editing and directs page making, the chief sub implement his plan. He/She also allocates and supervises the work of sub editors.

Once the news is assigned to sub-editors, they work on the copy of the reporters. They have hardly any direct involvement with the news events, but they make the copy attractive by selecting the news value, removing unnecessary parts and arranging available information in order. They also check and recheck facts, style, grammar, etc. while editing a story in newspaper and add suitable headlines for each story. They also design the page and place stories in it. Sometimes they may it more attractive by padding out a story which means pulling out a quote or an interesting passage and setting it in larger, display” type. The sub editor or copy editor is known as “the mid wife to the story”. In some newspapers, sub editors are assisted by DTP Operators.

A photo section of the newspaper is headed by the Photo Editor or Chief Photographer. In most cases the photo editor is a former photographer. She allocates work to the photographers for photography assignments and helps the news editor to select appropriate photos for publication. The Photographers takes pictures of news events for the newspaper. Bigger newspapers have multiple photographers and hence each one is given a special beat or area like sports, culture or other to cover. A photographer in smaller newspaper may be assigned to shoot sports stories as well as news events.

Some stories also require graphics for ease of understanding. The graphics are provided by the graphics department, which is headed by the graphics editor. Sometimes it is called art department. The graphic editor is in

charge of all of the graphics and illustrations produced for the newspaper. He is supported by graphics designers who design informational graphics that support news stories the paper. They receive information from editors and reporters with which they build charts, graphs, maps and other graphic elements to accompany stories.

The editorial page editor is responsible for writing or selecting or coordinating content for the editorial page and the “op-ed” page of the newspaper. These pages are where the newspaper’s editorials are printed as well as letters to the editor, columns by syndicated columnists and guest columns by experts. She is supported by editorial page writers.



1.4.2 NEWS DEPARTMENT IN MAGAZINE

Newspapers and news magazine differ in their approach and type of presentation of news. Magazines generally go more in-depth into stories than newspapers, trying to give the reader an understanding of the context surrounding important events, rather than just the facts whereas newspapers contain relatively short articles on current news. Hence the news department of a magazine is also a bit different from that of a newspaper.

Like a newspaper, the news department of a magazine is headed by Editor or Editor in Chief, who is supported by Executive Editor or Managing Editor in some newspapers. The Editor is responsible for all the non-advertising content of the magazine. The editor's job is to see that the magazine stays true to its vision so that it will continue to appeal to subscribers and advertisers. He/She oversees all editorial direction and policy, including content, editorial page, budget, goals and staff. He decides what will appear in editorial page of the magazine.

The managing editor or executive editor is in charge of producing each issue of the magazine. She carries out editorial policy, manages the editorial staff, plans the content and layout of each issue and decides which material will be published. In addition to writing and editing responsibilities, he also oversees expenditures for art, manuscripts and reprints, and helps prepare the budget.

Magazines always contain good pictures and graphics. Overall visual look of the magazine is the responsibility of Design Editor, who is also known as art director / creative director / art editor / design director in some publications. She is responsible for organization and selection of all the art work that will be included in the magazine. She is supported by a team of designers, photographers and illustrators both internal and external. She oversees the format design, art production, cover ideas and graphics that illustrate each article. Art director is responsible how the magazine is going to look like. The designers, photographers and illustrators work as per art director's supervision and instructions.

The Photo Editor is responsible for the commissioning of the imagery, negotiating prices for the images from the stock sites, commissioning photographers, works closely with art director and ensures that the quality of the photographic material throughout the publication is on high level.

Section Editors are in charge of a specific major editorial department such as Features, News and Reviews. This editor assigns tasks to the writers, reporters, contributors of the section and is responsible for overall output of the section. A magazine can have multiple section editors, depending upon its size and budget. They are responsible for acquiring and writing text copy, acquiring product images for their departments and they work closely with editor in chief, art director and production manager.

Some Magazines have Assistant Editors are senior editorial staff assistant responsible for

Kicker is the first sentence or first few words of a story's lead, set in a font size larger than the body text of the story in a magazine.



routine work, research, writing/editing “front of the book” or “back of the book” departments and they may write/edit features.

Ensuring that all of the editorial copy that appears in the magazine is properly written and factually correct is the responsibility of Copy Editors. They edit copy for accuracy, style, grammar, and spelling. They are also responsible for acquiring text articles from the outsourced writers ensuring the quality of those texts. Copy editors also write headline, sub headlines and kickers. Copy Editors are supported by Fact Checkers or Researchers who verify factual statements contained in copy before its publication. Sometimes, they cross check with the source of the story to ensure that the quotations or information in the story given by them is correct. Besides fact checkers, the proofreaders support the copy editor by checking all the text materials for correct grammar and spelling. Proofreaders also cut excess copy in consultation with the copy editor.



1.4.3 NEWS DEPARTMENT IN NEWS AGENCY

As you know the manner in which News Agencies work is different from that of newspapers and magazines. The News Agencies though gather news, does not publish anything. So the organisational structures of the news agencies are also a bit different. In India, two major news agencies - Press Trust of India (PTI) and United News of India (UNI) - are owned by group of newspapers. The Board of Directors, led by the Chairman, is responsible for making policies of the news agencies. The board does not interfere in day to day operation of the agencies.

The Agency is run by the General Manager cum Chief Editor. Deputy General Managers assist the General Manager in his work. The News Editor is responsible for Editorial Desk and Chief of Bureau is in charge of the reporting section. The Reporting Section can be divided into two parts. There are Reporters who deal with day to day reporting work under a Chief Reporter. Secondly there are correspondents who deal with ministerial and legislative reporting are under the chief of bureau.

The news reports filed by the reporters are edited at news desks, which is headed by section editors and assisted by sub-editors. Then the news is transmitted to newspapers, which further tailors these agency stories.

1.4.4 NEWS DEPARTMENT IN RADIO

The news department in Radio Stations and TV News Channels are similar to that of the newspapers. The head of the news department is an Editor or Editor in Chief, who is the senior most journalists in the Radio or TV Station. She is responsible for the news both editorially and managerially.

In Radio Stations, the Editor in Chief is involved in the day-to-day running of the news desk, including some reporting and presenting, in addition to dealing with policy and administration of the Radio Station. She decides the frequency and times of bulletins and sets overall editorial agenda and news policy. She is responsible for the detailed content and style of news output and makes a decision regarding proportion of local to national news in the bulletin in the Radio. She ensures stories are fair, accurate and legally safe and decides what stories should be covered and by whom.

The Editor in Chief of the Radio News is supported by Bulletin Producers, who are the duty journalist responsible for hourly supervision of the content and compilation of the bulletins. They gather stories and audio from reporters either at the station, at district offices, or from a national news supplier and check that cues and copy conform to style and editorial policy – acting as a ‘bulletin enforcer’. They cross check the accuracy, fairness and legality of stories and guide the reporter for follow-up stories and new angles. Sometimes they also rewrite and update the stories with additional facts. They also allocate reporters to cover the stories.

Senior Radio Journalists or News Producers are responsible for collecting and preparing news stories from interviewing to voicing and audio packaging. They may act as Bulletin Editor, when required. The difference between this job and the more junior reporter job is that seniors or producers are more often involved with making policy decisions, generating stories and exploring angles than actually doing the reporting job.

Below the senior journalists, there are Reporters or Correspondents who follow up stories, do interviews and report from the scene. Their main job is to collect audio or actuality, write copy and think up new angles, generate ideas for stories, or take a brief from editor. Radio Reporters identify and research news stories and then present them on air. The qualifications for the job include knowing what makes a good story, accuracy,



persistence, speed and ‘thinking radio’ – the best way to cover a story in sound. The Reporters are based at various locations, so that they can be first at the scene of a breaking story. Besides reports there are stringers and contributors who provide the news and information to the news room.

The news anchor or news reader or presenter is the person who presents the news bulletin in a Radio. They are the real voice of a station and are responsible for creating the style of radio output and establishing a relationship with listeners. They have to obtain relevant background information regarding program to be broadcast, prepares material for announcement, highlighting essential and interesting aspects of the program. They have to possess good knowledge of the equipment which is used in radio station. They must possess well modulated and resonant voice, perfect pronunciation of the language and presence of mind.

Besides them there are Programme Executives, who support in planning and coordination of programmes. The Programme Assistants assists the Programme Executive in arrangement of basic facilities as per requirement of the programmes. There are technicians who help in technical aspect of broadcasting of the news.

1.4.5 NEWS DEPARTMENT IN TV NEWS CHANNEL

The news department in TV Channels is headed by Editor or Editor in Chief or News Director. The News head is supported by Executive Editor or Managing Editor in bigger TV Channels.

Like the Editor in Chief of Radio News, News Head or News Director of a TV News Channel has both editorial and managerial responsibilities. She sets the newsroom journalistic standards that govern who, what, where, when and why a particular news event is covered or not covered. She identifies future scheduled events and plan coverage around them that allows the station to take ownership of the event and shine brighter than competition. She also plans for the unexpected and are expected to react well in crisis, keeping the news staff focused and committed to performing under extreme tension and stress. The responsibility also includes checking how news programs are being run and how producers are coordinating with reporters. The managerial responsibilities include recruitment of staff, their management, planning budget and other administrative functions.

The News Director is supported by Managing Editor who is responsible for implementing the news director’s vision and questioning the content, accuracy and fairness of stories to maintain balance and station credibility. She also manages the day-to-day operations of the newsroom.

After the News Director and Managing Editor, the News Departments of the TV news channel is divided into to two groups. Input Section that primarily responsible for gathering the news and Output Section that processes and shapes it for transmission. The Input Editor heads the Input section of the news department and the output section is led by the Output Editor. In some news channels output team members are called producers.

The Input section has Assignment Editor, Chief Reporter, Reporters, Correspondents, Camera Crews, Stringers, Guest Coordinators and other support staff. Whereas the output section has programme editors, news editor, programme presenter, picture editor, graphic designer, librarian and support staff.

The Input Editor is responsible for gathering the stories from reporters, news agencies, stringers or contributors. She keeps her ear to the ground for breaking news and alerts the output desk and bureau chiefs. She assists in assigning stories, scheduling reporters to ensure news events are covered. She guides

The input editor is supported by assignment editor, who handles the responsibilities of coordination for news coverage. His primary work includes assigning reports and camera crew to cover certain stories. She juggles the schedules of all the people going out to cover news, making sure that reports have enough time to do their stories. She is responsible for keeping a tab on the day to day and hour to hour happening of every story. They also monitor the coverage on rival channels and alert reports about development they may have missed out on. The Assignment Editor also follows up on whom the reporters plan on interviewing and where they can go to cover a particular story. In addition to assigning stories, the assignment editor is also responsible for coming up with story ideas. She sorts out the information that come into the channel, including news releases, meeting announcements and story ideas phoned in by the audience as news tip. She also coordinates between output editor and input editor.

The Chief Reporter is an important person in input section of TV News Channel. She heads the team of reporters and correspondents that function within a bureau. A senior individual with on field experience is preferred for this position and is expected to have an insight into the functioning of political parties, police establishment and cultural variations within the assigned bureau. The Reporters are the ones who go out and get the news. They are usually in the midst of all the action, delivering news straight from the field. For some this means going out into communities to interview sources on camera. Others report from war zones and storm-ravaged areas. Some conduct “man on the street” interviews with passersby. They have to constantly interact with the output desks and producers and, at times, respond to anchors during a live broadcast. They provide considerable context to the story or events. They might be special correspondents when they have specific specialist expertise in special areas such as health, business etc. Besides them, there are also stringers and freelance reporters who gather news for the TV Channels.

The Camerapersons work alongside reporters to capture events on video and produce live, on-scene coverage of breaking news stories. In addition to operating the video camera and sound, they also operate sophisticated microwave and satellite transmission equipment to feed programming or news segments back to the studio from remote locations. The Chief of Camera is the head of camerapersons.

The Guest Coordinator helps to arrange the visits of guests that would be featured on programmes. He books guests for live interviews on news shows.

The Output Section head, also known as Output Editor is responsible to make inputs presentable. He/She packages the news and actualities for the transmission to listeners. Output editor coordinate with the anchors, feeding them the news and filling their ears

with news of what is happening in the world. She decides the rundown of bulletins. Rundown, in layman's terms, is deciding which story to be shown when and in which bulletin.

The output editors are supported by Executive Producers who have the overall responsibility for their individual news program or show. They direct shots, approve show content and make sure their program or show is on track. They are prepared to immediately switch gears in a crisis, such as a lost feed, no-show guest or any other unforeseeable event. Executive producers must be creative thinkers and able to create a newscast with a defined personality that stands out and connects with viewers. The executive producers take all the elements of a newscast such as packages, video, graphics, etc. and compile them into a cohesive show. They oversee an entire broadcast, or sometimes multiple broadcasts. They coordinate news broadcasts, making sure everything goes as planned. In smaller stations, where there may not be associate and other producers, the executive producer tends to tasks they would otherwise handle. Some news have Bulletin Producer who is responsible for the running order of the program to ensure it runs to its specified allocated time, supervising story introductions, graphics, the style of the news bulletin and sometimes the scripts.

In bigger news channels, the executive producers are supported by Senior Producers, Producer and Assistant Producer. They share the responsibilities of executive producers and work closely with the news management, anchors, reporters, editors and the technical crews; they research news story lines, write, select video and set interviews for news stories.

The news writers and editors monitor news feed and prepare scripts for anchors, write teases used to promote stories and produce content for the website. Writers and editors work with reporters, anchors, web masters, directors and producers. They also do research and interviewing sources in order to ascertain that stories are factual. The Video Editors take raw footage and polish them into final, on-air promotional materials. They add music, graphics and sound and sight elements as necessary to make the finished product even more compelling.

The Graphic Artists produce the background graphics and illustrations required for the stories. They create a look and feel for a specific idea or subject as directed by the executive producer. They also make titles and end credits for programmes, graphic material for programme content (stills, captions, animated sequences etc.), on-screen promotion of programmes and the television channel, design of the channels identity and lastly all graphic 'props' for programmes such as dramas or sitcoms with designers having to produce signs, newspapers, packaging etc. The graphics team is headed by Graphics Editor.

The Librarian is responsible for archiving the news stories after broadcast. She maintains the library and ensures that it is always kept in good condition. She also ensures that books borrowed are returned as at when due.

News Anchors are the most visible members of the news staff. They are the face of the TV News. Anchors give television news channels an identity. Anchors are supposed to know something about anything and everything. Securing an audience's trust and loyalty is important because once that relationship is established; viewers will continue

to turn to that channel to get the day’s news. The news anchor introduces stories, interacts with reporters, interviews experts and sometimes provides analysis of, and commentary on, stories. Competent journalists, news anchors write and package their own special reports as well as read copy prepared by other team members. They are journalists familiar with reporting, on-scene live coverage and skilled at writing and in some cases producing news package.

Besides these persons, the television news department has several other people, including the technical or engineering team. The organisational chart shown here is indicative only and varies TV Channel to TV Channel.



1.5 CHECK YOUR PROGRESS

1.5.1 Describe the Core Departments in a Newspaper.

1.5.2 What is the role of News Director in a news TV channel?

1.6 ROLE, FUNCTION & QUALITIES OF A REPORTER

In the previous sections, we discuss about various persons working in a news organisation. Each person is involved in different stages of news production. However, the reporters are the frontline infantry of a news organisation. They act as eyes and ears of the media and act as social watchdog. They go to the field gather information for the news. They are always alert and keep their eyes and ears open to spot any development taking place in the society. They act primary news source for the media organizations. The reporting staff needs to be skilled in news reporting and should possess certain qualities to be able to fulfil the task with ease and efficiency. In this section we will discuss about the qualities and responsibilities of a good reporter.

1.6.1 QUALITIES OF A REPORTER

Like any professional a news reporter must possess certain qualities to be successful. The following are the basic qualities of a good reporter.

1. **News Sense:** The primary job of a reporter is discovering the news. Hence it is the basic quality of any reporter. The news reporter should have the news sense or the nose for the news to differentiate what is news and what is non-news. She must know what public interest is and what a publicity stunt is.
2. **Clarity:** A good reporter always has clarity of mind and expression. A confused mind cannot present a clear story. The Reporter should be able to present the news in simple and logical way.
3. **Objectivity:** It refers to being to have fairness, disinterestedness, factuality, and nonpartisanship in news reporting. Good Reporters, always resist their personal bias or ideas and present the story in factual and balanced way. They always cover the views of representatives of both sides of a controversy without favouring one side to achieve the balance. They never dilute the story with personal views and partial comments.
4. **Accuracy:** Good reporters always strive for accuracy. They never tamper with the facts. They check and re-check the facts when dealing with the facts and figures. Reporting

Characteristics of a good reporter:



- ☛ Emotionally Detached
- ☛ Objective
- ☛ Competent
- ☛ Courageous
- ☛ Positive Thinking
- ☛ Self-Motivated
- ☛ Good Listener
- ☛ Observer
- ☛ Disciplined
- ☛ Well-Read And Well-Informed
- ☛ Inquisitive

inaccurate information is considered as moral crime and can harm the credibility of the reporter and news media.

5. **Alertness:** The reporter has to be alert in all situations. It helps to catch the scoop. It also helps to keep abreast with all the happenings that are taking place in the subject of the Reporter.
6. **Speed:** The News Reporter should think fast, decide fast and write fast to meeting the pressing deadline or to cover another story. Being lazy will affect performance of the reporter.
7. **Calmness:** Reporters work in different work environment. Good Reporters remain calm and composed in most exciting and tragic circumstances. They withstand the mounting pressure of long and erratic work schedules and maintain they cool even amidst trying circumstances.
8. **Curiosity:** it is another very important quality of any good reporter. Good Reporters are curious all the time. The spirit of curiosity helps them get good stories.
9. **Scepticism:** Good Reporters should not take anything for granted. Healthy scepticism is good for a reporter. They should not clear their doubt without undeniable proof.
10. **Punctuality:** This quality helps the reporter to reach on time and not missing anything. It is always better to reach on time and wait that reach late and ask others. Punctuality also helps in building faithful relationship with the sources.
11. **Patience:** Reporting is a daily test of patience, the voluntary self control or restraint that helps one to endure waiting, provocation, injustice, suffering or nay of the unpleasant situation.
12. **Imaginativeness:** Being a storyteller the reporter should be imaginative to narrate the story in the most interesting manner. This quality helps in presenting the story in a better manner.
13. **Farsightedness:** This is about envisioning the future. It helps the reporters to identify the processes and people that will be important in future. It is one quality that helps in determining the importance of an event and in thinking ahead of time and prepare accordingly.
14. **Self Discipline:** It refers to the dedication and firm commitment. Self discipline helps the reporters to discharge their responsibilities effectively.
15. **Integrity:** Good Reporters are always honest and strictly adhere to the code of ethics. The reporters should not be biased by temptations. This quality helps the reporter to do away with all the immoral influences prevailing in the field.
16. **Fearlessness:** A good reporter is courageous and confident. Without courage and confidence it is difficult for a person to be a good reporter. The Reporter should not fear to ask unpleasant questions and taking risk to dig out the truth.

17. Tactfulness: The Reporter should have capability to handling any kind of situation and people gracefully without causing hurt or angry feelings. A good reporter is always considerate of others and careful not to embarrass, upset or offend any. Flexibility and sociability helps in developing contact and information gathering.
18. Initiative: Reporters should have outgoing nature with initiative and drive. They must be assertive and aggressive to be successful.
19. Mobility: Good reporters always enjoy moving around and meeting people. They never hesitate to travel to distance places for stories, if required.
20. Diligence: The reporters have to be diligent workers. Their jobs require painstaking exertion of effort, alertness and dedication. They should seek perfection, love their jobs and work hard to deliver spotless pieces of work.
21. Good Writing Ability: Reporters should be able to write well. By writing very well I mean writing clear and well-focused stories that is easy to understand by everyone. Good spellings, punctuations and grammar are also requirements.
22. Well Read: There is the need to have wide general knowledge on different issues. The Reporter has to be better read or well informed about the surroundings in order to tap the changing attitudes of the society and changing situation.
23. Team Spirit: Since News Production is a team work, the reporter should have the zeal to work in a team. As a member of the team the reporters should know in clear terms, the role and responsibilities vested upon them and deliver them in the best way possible.

1.6.2 ROLE & FUNCTION OF A REPORTER

As we discussed, the News reporters are responsible for gathering and writing about the news as it happens. The advent of 24-hour news era puts pressure on reporters covering national or international events to be first with the story or to find a new angle. Let's discuss the some basic roles and functions of a News Reporter.

According to Reuters Foundation Reporters handbook, an important role of a reporter in a democracy is to act as a buffer between the government and the public. It is a two-way channel. The reporter can explain government decisions and actions to the public and pass the public view back to government. The reporter has a role in:

- ◆ Scrutinising the work of the government, the courts and big companies to highlight failures and successes
- ◆ Rooting out corruption at all levels
- ◆ Drawing attention to official negligence or incompetence
- ◆ Giving a voice to sectors of society without one

- ◆ Helping the public cast votes in elections by explaining political programmes of rival parties
- ◆ Explaining economic trends

A reporter must keep her eyes open and her mind attuned to the present, future as well as the past to perform his function effectively. As she has to gather news, she is required to be on the move most of the time usually within the area allotted to him.

Reporters have to interview persons and attend public functions and meetings, press conferences and law courts to investigate events of public interest, to collect news and to ascertain news on contemporary events. They travel to the scene, gather information and quotes from official sources such as police or fire crews or witnesses, and put together a story.

In order to add depth to their news stories, reporters do research. They check the accuracy of facts and contact experts or witnesses to obtain more detailed information on the issue. They also confer with the legal team to ensure that sensitive stories are not breaking any laws. The background stories are added to the original news story to make the article more elaborate or to fit the length or time slot allocated by the editor.

The Reporters also investigate issues of public concern, such as allegations of corruption or inefficiency in local government. Reporter interview people, who can provide insight on the issues, collect data, gather documents and build a story over time.

The basic functions of a reporter are to inform, to educate, to Interpret, to mould opinion, to facilitate decision making, to entertain and to act as agent of change.

1.6.3 ROLE, FUNCTION & QUALITIES OF CHIEF REPORTER & BUREAU CHIEF

Chief Reporters and Bureau Chiefs perform many of the same tasks as members of the reporters in their team. Like other Reporters, they investigate leads and tips, conduct interviews, research stories, write and edit news, meet publication or broadcast deadlines, and report on newsworthy events. However, one of the major responsibilities of a Chief Reporter or Bureau Chief is to coordinate and assign news coverage to reporters and other members of the news team. They also serve as administrators, working with editors to set budgets and fulfil human resources functions related to training, hiring, and managing staff.

In addition to the qualities required for a Reporter as discussed above, the Chief Reporter and Bureau Chief possess the following qualities:

- ◆ **Calmness:** They are never excited or perturbed when major stories break. Their Calmness helps them in objectively assessing the news and according the priority it deserves.
- ◆ **Judgment:** They are good at quick and right decision making.
- ◆ **Fairness:** Their Fairness helps in establishing the credibility of the newspaper.

- ◆ Quick Grasp: They have the ability to size up the situation as events unfold and the ability to find the right words to express.
- ◆ Knowing the Audience: They have an ability to see and present the story from the readers' perspective
- ◆ Positive Scepticism: Being senior Journalists, they have a healthy scepticism to spot the source of potential errors.
- ◆ Knowledge: Chief Reporters and Bureau Chiefs are generally more knowledgeable about the socio-political environment, the localities, business, culture and others.
- ◆ Memory: Their ability to recall the past events puts the news in a new perspective or adds more background to the story.
- ◆ Leadership: Being head of the team, they set example for others to follow. They possess excellent organisational and management skills.
- ◆ Domain Expertise: They have sound understanding of news workflow and news asset management.



1.7 CHECK YOUR PROGRESS

1.7.1 What are the Roles of a Reporter in democracy?

1.7.2 Please describe important qualities of a Chief Reporter.



UNIT - II

2.0 UNIT STRUCTURE

- 2.1 Learning Objectives
- 2.2 Introduction
- 2.3 Source for a Reporter
- 2.4 Role and importance of news sources
- 2.5 Attribution
- 2.6 Check Your Progress
- 2.7 Cultivating, verifying and dealing with sources of news
- 2.8 Ethical aspect of sourcing News and Reporting
- 2.9 Check Your Progress

2.1 LEARNING OBJECTIVES

The Objective of this unit introduce understand about news source and its management. After end of this unit you will learn about:

- ◆ News source and its importance
- ◆ How to deal with the news source

2.2 INTRODUCTION

Information is the foundation of any news report. Though Journalists try to gather information as much as possible from their own observations, this is always not possible. Some events or issues are finished before the journalist gets there. Several events are happening simultaneously at different places. It is not possible for a journalist to witness all these events at a time. Journalists who only report what they see can miss much of the news unless they have sources to tell them of more details or other aspects which are out of sight. Hence they depend upon various sources which can be people, letters, books, files, films, tapes to gather the information. When someone or something provides information to the Journalist, we call them a 'news source'.

The relationship between journalists and their sources is viewed as symbiotic. Journalists need the information that news sources can provide, and news sources need the attention and the visibility that journalists can provide.



The more authentic relevant and solid the news sources are the more informative and credible the news becomes. The News Source can be organised or unorganised. It can be official or unofficial. Journalists actively pursue the sources to report the news. In this section we will learn more about the news source and its management. To begin with let's discuss the Role and Importance of News Source.

2.3 SOURCE FOR A REPORTER

For a Reporter, a source can be person, publication, or other record or document that gives information to write the news story. Examples of sources for a journalist include official records, publications or broadcasts, books, officials in government or executive of a business, organizations or corporations, witnesses of crime, accidents or other events, and people involved with or affected by a news event or issue. Herbert Gans in his book *Deciding what's news*, define source as “the actor whom journalist observe and interview, including interviewees who appear on the air or who are quoted in magazine articles and those who only background information or story suggestion”.

Journalists judge the source on the basis of reliability and accuracy of the information shared by it. For a journalist the source can be:

- **Fellow Journalists:** Other Journalists are found as reliable sources of information. They can be colleagues or reporters in other media.
- **Primary Source:** When the source is someone at the centre of the event or issue, it is called primary source. They are usually the best sources of information about their part of what happened. They should be able to give you accurate details and also supply strong comments.
- **Written sources:** Written Reports can also make an excellent source of information for a journalist. They are usually written after a lot of research by the authors; they have been checked for accuracy and are usually published with official approval.
- **Leaked documents:** Documents are often leaked by people who believe that the public should know the contents, but who are unable to reveal it in public themselves, perhaps because they do not have the authority to do so. In some cases, documents are leaked by a person to gain an advantage over someone else, perhaps someone who is criticized in the report. Leaked documents are often excellent sources of news stories because they can contain information which someone wants to keep secret.
- **Secondary sources:** Secondary sources are those people who do not make the news, but who pass it on. The official police report of an incident or comments by someone's press officer can be called secondary sources.
- **Tip-offs:** Occasionally someone will call the journalist with a story tip-off but refuse to give their name. Such anonymous tip-offs can provide good story ideas. But these must never be used without a lot of checking.

- ➔ **Press conferences & Press Release:** A press conference or press release share important information in media with reporters and journalists. They usually share some announcement, clarification or rebuttal or any new information.
- ➔ **Vox-pops:** Vox-pops or voice of the people is a brilliant source of news for journalists. Vox-pop refers to the process in which journalists or reporters go onto the streets to ask random people or rather have a short interview with them on their views and opinions of issues of public concern.

Besides these, there are other sources of news for a reporter. For example court proceedings can also be another good source of news. Speeches can also act as a source of news. There are several others, but the above-mentioned rank amongst some of the best sources of news and information, often used by reporters.

Reliability of the source is built over time. If a source is always correct in the information they provide, it will be believed next time. The Journalist should always crosscheck before using any source.

According to Reuters Foundation Reporters Handbook, different sources for reporters are:

- ➔ **Named sources** – always preferable. If the source refuses to be identified, negotiate how he or she can be identified. Strive to make the source as specific as possible – a ‘Western diplomat involved in the negotiations’ is better than ‘a diplomatic source’.
- ➔ **Background** – when a source says it is giving information ‘on background’ it usually means you cannot use the material at all, unless you obtain it from another, independent source.
- ➔ **Official sources** – statements from the government, state organisations, the central bank and other official sources are usually carefully worded and often bland, but they should be milked for details because they are the safest sources, even if they do not give the whole picture.
- ➔ **Academics, experts** – these are often the best sources because they are usually independent so should provide unbiased information that goes further than official statements.
- ➔ **Foreign sources** – diplomats, non-government organisations, U.N. bodies, foreign firms. Often useful because they know a country well, but from an outsider’s view.
- ➔ **Religious, cultural organisations, professional bodies** – these can add authority to specific stories. Places of worship have many members, spread widely across vast areas, so they know what is happening on the ground.
- ➔ **Street sources** – consumers and the men and women in the street are always worth using, provided you talk to enough people to gather a reasonable cross-section of opinion.

- **Other media** – It is sometimes unavoidable to quote information from another news organisation e.g. an exclusive interview on an important topic by a prominent figure. However, picking up stories from other papers should be done sparingly, only from reliable media, and should be attributed.

2.4 ROLE & IMPORTANT OF NEWS SOURCE

The Journalist's job is to find the news, hunt it down and gather it into the newsroom so that it can be transmitted to the mass. Sometimes that news is waiting to be found, while at other time it may be obscured and may need to be uncovered. News sources usually assist the journalist in finding the news that wants to be found. Journalists are dependent on others for details of their reporting.

Modern journalism is unimaginable without news sources. In fact, the production of news, like the production any other commodities, depends upon the quality of inputs, and in the media the inputs are obtained via news sources. More than half of the news stories originate from news sources. When there is reduction in resource for investigative reporting, the importance of news source further increases.

News sources contribute significantly towards accuracy of facts in the news as journalists need to rely on news sources to provide them with the facts about events. This adds authority and believability to the news. If the source gives inaccurate and misleading information, the credibility of the news report is questioned.

The use of qualified and accredited sources has been underlined in many codes of ethics and has been the basic tenet of objective journalism. One way to get balanced news is by use of multilevel sources that helps in assembling various opinions from a multiplicity of perspectives in a single story, especially a lead story. Gans identified two types of news sources, the knowns and the unknowns. The knowns are the elites and official sources, namely heads of government, ministers and deputy ministers, official spokespersons usually the public relations practitioners (PRPs), leaders of NGOs, experts, celebrities and the like. While the unknowns are not persons at the higher hierarchy, but rather ordinary people or non-elites who become relevant sources because of their connections with certain news events as eyewitnesses, victims and families of victims.

A source's access to the journalists depends upon the initiative, power, the ability to supply journalists with suitable information and their geographic and social proximity to them. The journalists prefer the Source which provides information effortlessly and quickly. Reporters go after the source whose information requires the least amount of checking.

The relations between news source and journalist are based on informal agreements and unwritten rules. The interaction between news sources and journalists seems like a 'tug of war'. According to Gans, "while news sources try to manage the news, putting the best light on them, journalists concurrently manage the sources in order to extract the information they want". It is also found that in some cases, a news source which might supply information to media has a strong opinion about how much and

what kind of information that should be published. The media, on the other hand knows that if it publishes something that the news source dislikes, then the source might stop supplying information. In such cases, if the media succumbs to the preferences of the news source, it receives valuable information in the future.

Most often it has been found that sources give information to the journalist for their best interest, while journalists want them for writing news stories. The mixed interest creates tension between them. There are sources that disclose information because of their good will. Others leak it in retaliation to their adversaries. Some sources also leak information to measure the public reaction to potential policies.

Public relations professionals or spokespersons often act as a news sources for journalist. However, they always try first to maintain favourable opinion toward the organization or client they are representing; second, to create opinion which is non-existent or where it is latent; and third, to neutralize hostile opinion.

Journalists have to be careful that sources' motives are not affecting information received and they must check it with independent sources. Many reporters avoid close friendship with their source for fear of relationship that would interfere with the reporter's perspective and ability to treat news fairly.

As per general practice, the more sources a reporter has for a story, the better. For a journalist, cultivating new sources is never time wasted. Most editors demand two independent sources before using any story. In certain cases one will do, provided it is absolutely trustworthy, and in a position to know. Use of unnamed sources should be avoided and never used to make allegations or contentious statements.

2.5 ATTRIBUTION

Attribution is telling the audience about the name and title of the person interviewed or document used to get the information for the news. It is done to inform the audience about who is speaking or where the information in the story comes from. It identified the source of the reported information. Generally, attribution means using a source's full name and position. Information from sources can be paraphrased or quoted directly.

Attribution can be made for both spoken and written information such as speeches, reports, books, films or even other newspapers, radio or television stations. In the example given here, the source of the news is attributed to the BSE Filing of the Company.

HUL plans to exit 22 yr JV with Kimberly Clark

ENS ECONOMIC BUREAU
New Delhi

STRESSING the objective to focus on its core business, FMCG major Hindustan Unilever Limited (HUL) plans to exit its 22-year-old joint venture with Kimberly-Clark Lever Pvt Ltd (KCLL), which markets baby and feminine care business through its brand Huggies and Kotex.

HUL had formed the 50:50 partnership with US-based Kimberly-Clark Cooperation (KCC) in 1994.

In a meeting held Monday the board approved "company's intention to divest its shareholding in KCLL to its JV partner Kimberly-Clark Cooperation," HUL said in a BSE filing.

"The above decision is in line with HUL's objective to focus on its core business. KCC remains committed to building the business for the long term in India and growing in its core categories," it added.

"Over the next several months HUL and KCC will work together to define the terms and the future operating model for the business.

"In the interim, both parties are committed to ensuring that the business operations continue as usual and the transition is smooth," the company further added.

One of the best techniques to assure reliability of the information is giving the source. There are four levels of attribution, depending upon the unofficial agreement between the source and the journalist. These are:

On the Record: When the source tells the details openly and allows their name and titles to be quoted the attribution is ‘on the record’. This means anything the source says can be reported, published, or aired. All conversations are assumed to be on the record unless the source requests to go off the record beforehand. The politician making a speech, the witness describing an accident, the police officer reporting a crime, the company chairman defending an increase in prices, all are usually prepared to be quoted and to give their names. For journalist, it is always best to get information on the record. The news can be made more trustworthy by using direct quotes (or by using their voices on radio and television). But most important, people judge what they read or hear by the person who says it.

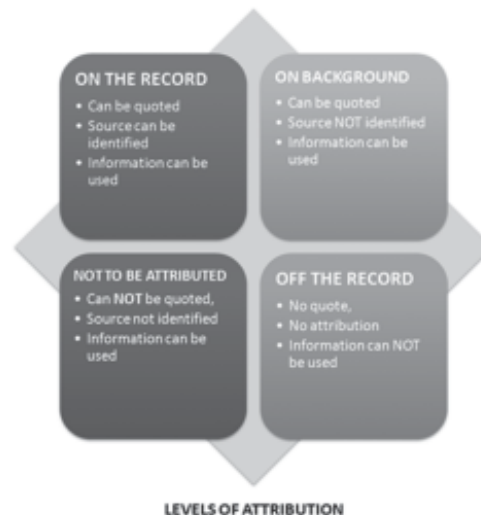
Example: “Odisha government to establish 40 residential tribal schools,” said Chief Minister Naveen Patnaik.

On Background: This describes the agreement between the source and the journalist in which a reporter can use the information given by the source, but cannot name or quote the source directly. In such cases, the sources do not want their names published but will agree to a description of their position. It is a limited license to print / quote what the source gives without using the source’s name. “On background” information should be used after proper verification with other sources. People try to go “on background” when their information is very sensitive, which is to say, the information is likely to cause a stir. ‘On background’ gives anonymity to the source, but allows the journalist to work with the information the source has provided.

Example: “Odisha to go for auction of more mines,” informed a senior government officer

Not for Attribution: This is a variation of the ‘on background’. In this level, the reporter agrees not to identify a source by name. The information is presented in the news story without attribution, often from an expert who does not want to be publicly associated with a particular story but who agrees to provide context for it. The journalists write it on their own. The source is not to be quoted directly and may not be identified in any way. Sometimes the journalists use the attribution or with a phrase like, ‘It has been learned that. . .’ the reporters should use the information from given on deep background, if they have a high degree of confidence in the source and the information. They should

Example: Odisha Government to Revise Uniform Freight Rate



Off the Record: This means the information is for the reporter's use only and is not to be published. It restricts the reporter from using the information the source gives. Such information is usually revealed when the source wants the journalist to understand the background to something which is too sensitive. The information is offered to explain or further a reporter's understanding of a particular issue or event. But the reporter can use other sources to confirm the information and use it.

The phrase off the record should not be confused with 'on background' or 'not for attribution' level. In case of 'off the record' the journalist cannot use the information from the source. However, in case 'on background' or 'not for attribution' level, the journalist can still use the information without identifying the specific source.

Use of anonymous sources has been a controversial subject everywhere. It is considered as a double-edged sword. According to the Society of Professional Journalists (SPJ), "Anonymous sources are sometimes the only key to unlocking a big story, throwing back the curtain on corruption, fulfilling the journalistic missions of watchdog on the government and informant to citizens. But sometimes, anonymous sources are the road to the ethical swamp". However, they need to be used with care. It is advisable to corroborate information from an anonymous source by a second source before using it.

The SPJ code of ethics makes two important points on anonymity:

- Identity sources whenever possible. The public is entitled to as much information as can be provided on sources' reliability.
- Always question sources' motives before promising anonymity. Clarify conditions attached to any promise made in exchange for information. Keep promises.

Direct quotes from anonymous sources are rarely used. Also the journalist should inform at least one editor about the specific identity of any anonymous source before publication.

“DEEP THROAT”

In the modern history of journalism, Deep Throat is the most famous known anonymous news source. It is the pseudonym given to the secret source who informed provided Bob Woodward and Carl Bernstein of The Washington Post with a flow of leaks about what had happened, how it happened and where to look for further corroboration on the break-in, the cover-up, and the financing of wrongdoing which led to a series of reports on involvement of U.S. President Richard Nixon's administration in what came to be known as the Watergate scandal in 1972. Identity of the source remained confidential for 33 years till his role was revealed by his family in a Vanity Fair magazine article in 2005. It was W. Mark Felt, the No. 2 man in the FBI during the 1972 Watergate break-in, was the key source for the two young reporters in the Washington Post.

The use of 'Deep Throat' by the Washington Post played a role in popularizing the still-controversial use of anonymous sources.



2.6 CHECK YOUR PROGRESS

2.6.1 What is Primary Source?

2.6.2 What is 'off the record' and how it is different from other levels of attribution?

2.7 CULTIVATING, VERIFYING & DEALING WITH SOURCES

Journalists' biggest asset is their source. They need a good, credible source to write a fair and balanced story. Forging relationship with the right source can give good stories. Sources who trust and respect a particular journalist will come to him/her first when they have anything news worthy to share. Having good number of sources also makes the journalist's job easy. But, sources are not always available instantly. It takes time to earn the trust and respect of the source. Also Sources might not be cooperative for some stories or might not be available when needed. Hence cultivating and dealing with sources is very important for a professional journalist.

For a journalist, all human being can be a potential a source. It is also important for the journalist to respect and be polite to the source. They should be assured about fair treatment. Even if the source is rude and obnoxious, reporters should not react. They should focus on the information for the news, not the behaviour of the source.

The reporter should take time to go for prospecting for source. The Journalist should always make himself/herself available to the potential source. The source should be aware that the journalist is interested in the topic and should have the phone number and e-mail of the journalist. The Reporter should meet different people, who can be possible source, familiarize herself with them or simple talk to them with no particular story in mind. The Reporter may not get a story immediately, but this helps in having a valuable source for future use.

The Reporters should be friendly with the source but not become a friend. Friendly behaviour can help you in getting information from the source but Friendship with a news source destroys the veracity of your story. Experts and professionals often act as good source. Reporters should know what academic institutions, think tanks or non-profit groups are there for the specific area covered by them. These experts and think tanks help in updating development in their field, also help in giving valuable perspective for a story.

It is always better to inform the source if the conversation or interview is to be recorded. The source should also know that he or she is talking to a journalist. They should be informed about the purpose of the conversation or interview. The sources should not say that they didn't know that what they said was going to be reported for the whole world to see. The Source should never be misled. The source should be informed about the direction of the story.

Use of anonymous sources should be avoided, unless very important. News consumers may not believe anything attributed to some vaguely identified or even unidentified person. Sometimes, sources requesting anonymity agree to let the reporter use their names when the reporter refuses to listen otherwise. Anonymous source, when used should be informed to the editor.

HOW TO CULTIVATE SOURCES

- ◆ “Everybody is a source.” Having sources who hold senior positions is great, but some of your most valuable information and story leads might come from sources in the lower ranks.
- ◆ Know your sources. Talk to them about things unrelated to your reporting. Find out about their lives and find something you have in common to chat about; a favourite football team, a hobby, kids, vacations.
- ◆ Keep in touch. Call them occasionally, even if there's nothing you need from them. Few sources want to talk to a reporter who only calls when there's a crisis. You don't want to be best friends; you do want to be friendly.
- ◆ Never lie to your sources and let them know you expect the same from them. Also, allow them talk to you about their fears and concerns on the story, or any other issues.
- ◆ Always do background research on your sources and ask them to tell you about anything you don't know and which could be used to discredit them after your report is published or broadcast.
- ◆ Double-check everything they tell you and keep asking the question: “How do you know this?” Sources sometimes mix facts with assumptions. Some might exaggerate or engage in selective story-telling. Sources often have agendas. It is your responsibility to fact-check their statements.

- ◆ Practice the “rule of threes”: After you interview a source, ask them for three other people you can talk to who are knowledgeable about the story. Repeat the process with the next three. That makes the source feel valued and it protects you. You want to get as many voices as possible if you’re going to have a complete story.
- ◆ Using unnamed sources is controversial, but sometimes necessary. Do your best to convince your sources to go on the record. If they don’t agree, make sure their reasons are convincing enough. If you agree to protect their identity, do it sparingly — you need to be prepared to go to jail to protect a source.
- ◆ After publishing a story, call all your sources, as well as the people you investigated, to talk to them about it. It is a great way to develop sources and build respect, even amongst those who were upset by the report.

Source: International Journalists Network. www.ijnnet.org

Information acquired by a primary source can reflect an opinion or verifiable fact. It is better to fact-check when interviewing a primary source to verify the facts are accurate. As in any good story, it’s always recommended to obtain differing opinions and/or perspectives. In case of Secondary Source, It is the reporter’s responsibility to decipher whether a source is fact or opinion, as well as verify the information taken from the source. One way to fact check is to cross-reference the material.

When dealing with sources it is important to corroborate what they tell. The journalist must insist on accuracy of the information. There’s a saying in journalism that if your mother tells you that she loves you, check it out. This is because there are chances that people may lie or make some mistakes. If the Reporter goes ahead with such false or faulty information, the credibility of news will be affected. It is better to



ask the sources for documents, reports, documents, business cards, personnel directories, calendars that can confirm spellings, numbers and other facts. This helps in ensuring accuracy as well as winning respect of the sources. The source can also be asked about other people who can confirm their version/information. Even the reporter can identify other sources to corroborate information one source. Having more than one source is always good.

Sometimes, the source demands to see the story before it is published. It should be avoided. The reporter and the editor should control the news. The source, if allowed to see the story before its publication, may try to tilt the story in their favour. But the journalist can double check parts of a story for quotes and accuracy. Also the reporter

should not promise anything to the source. It is better to send the story to the source after the publication or broadcast.

The journalist should have knowledge about the issue, technology, economics and other details of the subject she covers. This helps in earning respect from the source. If the journalist has no knowledge, she should admit. Fake understanding might affect credibility of the journalist. The more respect one earns from the source, the more information she gets from the source.

The journalist should show interest to the information shared by the source, even if the source thinks it's a story and the journalist doesn't. However boring or annoying or uninteresting a source may be, they should be given a patient hearing as there is chances that the source might give some important information. Even if the information is not useful, the source will appreciate the interest shown by the journalist and may someday inform something important or interesting.

Telling the sources about the interest or stories being made by the journalist also helps. The source may not be directly involved in the issue, but may guide to other source, who might be helpful.

The Journalist should also know the source personally. She should know about families, hobbies, backgrounds, strengths and weakness of the source. Information about their office, phone, email address, work history, Alma matter and other details helps in connecting with the source and knowing their interest. The connection should be made with genuine interest, not just for a story.

The journalist should try to keep the interaction with the source on record as much as possible. When going for off the record, it should be for good reason.

If some mistake is done, the journalist should admit the mistake, correct it and apologize personally to the affected persons. If the source thinks that mistake is happened and the journalist thinks she is right, then the journalist should clarify her stand.

Scheduling the sources makes everyday task of journalists easy. The Reporter should know where to find source, who can provide what kind of information, what is the availability of the source etc. Once scheduling of source complete, the reporters can plan their work accordingly to completing the story.

The journalist should not accept any money or gifts from the source, even if it is unrelated to making the news story. Similarly, the source should not be paid for the information.

CHEQUEBOOK JOURNALISM



The practice of paying for information, sources, and interviews essential to reporting the news is known as Chequebook journalism. This practice is considered unethical. This is because paying the source for information creates a business transaction conflicting journalist's interests of covering the story objectively. The Code of Ethics of the Society of Professional Journalists warns the journalists to 'Be wary of sources offering information for favours or money'. The source should not be paid for access to news.

2.8 ETHICAL ASPECT OF SOURCING NEWS & REPORTING

Sources are crucial for survival of journalists. The reporters need to responsibly and ethically hand relationship with their sources. They should be honest and fair in gathering, reporting and interpreting information. The sources should be identified by name and position. Such specific sourcing helps readers in determining the accuracy of a story by telling them reliability and motivations of sources.

Protection of the sources is an important requirement in ethical journalism. It is critical in ensuring people working inside the political or corporate system can feel confident that if they blow the whistle on corruption they will not be victimised. The source should be assured that their identity will be protected. This well recognised ethical practice advocated by almost all the ethical guidelines for journalists.

According to the Norms of Journalistic Conduct by Press Council of India, “If information is received from a confidential source, the confidence should be respected. The journalist cannot be compelled by the Press Council to disclose such source; but it shall not be regarded as a breach of journalistic ethics if the source is voluntarily disclosed in proceedings before the Council by the journalist who considers it necessary to repel effectively a charge against him/her”.

People usually seek confidentiality because they are afraid of other people finding out they shared the information. Their fear can be for several reasons. They may fear that they might be punished by the authority for revealing the private information or they are not authorised to share the information officially or any other reason. If the reporter divulges the identity of the source, after promising confidentiality to the source, it breaches the trust of the source. Sometimes it may affect the source. This source will probably never give confidential information in the future. The source, once betrayed by a reporter, may mistrust all journalists and this will affect the profession.

In some cases, the Editor may demand to know about the source. In such situation, the journalist must get approval from the source before revealing the identity of the source to the editor. The editor is also equally responsible to protect the identity of the source.

The Reporters should maintain transparency while dealing with the Source. The reporter should be informed that the information they are sharing will be used for preparing a news report in media. The journalist needs to assess the vulnerability of sources as well as their value as providers of information.

The Journalist while gathering information from the source should not get too close to the source. The rule is be friendly not become a friend. Getting too close can jeopardize the objectivity of news report. If the journalist becomes friend of the source, there is a chance for bias to tell the source’s side of the story. Some sources are powerful and have their own agenda. When the journalist accepts what they say without questioning, there are chances that they cross the ethical line.

It is widely accepted that some degree of detachment from sources is an ethical requirement for journalists. The Society of Professional Journalists' ethics code cautions: "Getting too close to sources sorely compromises a journalist's ability to 'act independently,'" adding, "Avoid conflicts of interest, real or perceived" and "remain free of associations and activities that may compromise integrity or damage credibility". The main risk in having a close relationship is that the journalist softens his approach to reporting information about the source. For example, if the journalist writes something negative about the source or the source's organisation, the whole relationship will be affected. Hence the rule is to avoid close personal involvement with the source. But there is nothing wrong with social contact with sources, but personal relationships may lead to conflicts of interest.

Use of anonymous source should be avoided as much as possible. It is considered as the weakest source. Anonymous sources should be used in case of extraordinary situations when the Reporter or Editor believes that these sources are providing accurate, reliable and newsworthy information that we could not be obtained on the record by any other mean. Since unnamed sources have no liability, the responsibility of reporting on the basis of information shared by anonymous source resides solely on the Reporter and the Editor. The readers must be informed as clearly as possible about the unnamed source by describing the source.

As per the Reuters Handbook of Journalism, unnamed sources rank as follows, in order of strength:

- ◆ An authoritative source exercises real authority on an issue in question. A foreign minister, for example, is an authoritative source on foreign policy but not necessarily on finance.
- ◆ An official source, such as a company spokesman or spokeswoman, has access to information in an official capacity. This person's competence as a source is limited to their field of activity.
- ◆ Designated sources are, for instance, diplomatic sources, conference sources and intelligence sources. As with an official source, they must have access to reliable information on the subject in question.

The Reporter should always question the motive of the source before guarantee anonymity. Such sources should be avoided to express negative opinions or make negative charges about an individual or organization. It is better to inform the editor about the identity of any anonymous or confidential sources.

Journalist should not accept gifts, free travel or financial benefits from the source. This may influence the objectivity of the reporting. Similarly, paying the source for information also affects the credibility of news reporting. Known as chequebook journalism, this creates a conflict of interest because the relationship between a journalist and a source turns into a business one. Also when a journalist pays for information this sets a negative precedence and next time the source may not reveal any information without money. The whistleblowers turn into businesspeople.

According to the position paper by ethics committee of the Society of Professional Journalists, "The practice of paying for information, known as chequebook journalism,

threatens to corrupt journalism”. It undermines journalistic independence and integrity and threatens the accuracy of the information that is purchased. It adds that ‘paying for information immediately calls into question the credibility of the information. Readers or viewers have a legitimate right to wonder whether the source is disclosing this information because the information is important or because the source is getting paid for it’. Also once a media outlet has paid for information, it is less likely to continue to search for the details of the story for fear it might uncover conflicting information. Asking tough questions, examining the motives, weighing the credibility of a source - all of these journalistic functions become intricately more complicated when the source is someone receiving money for a story.



Most of the time a source providing information to the media has a motive. It is the responsibility of the journalist to identify the motive and the spin that comes with the information. All sides of the issue should be discussed. The reporter should apply his own understanding and previous information to avoid manipulation by the source. Speaking to multiple sources also helps.

The Reporter must be cautious before promising anything to the source. They should keep their commitment to the source regarding attribution, whether ‘go on the record’, ‘off the record’, ‘on background’ or ‘not for attribution’. It is important to show compassion for those sources such as juveniles, victims of crimes, who may be affected by news coverage.

Also the journalist should avoid undercover or other surreptitious methods of gathering information. Such method may be used whenever the traditional, open methods fails to yield information vital to the public.

Being ethical and fair to the source not only helps in winning respect for the profession, but also helps in garnering trust from the source. This helps the journalists in building stronger relationship with the source and makes their work easier.



2.9 CHECK YOUR PROGRESS

2.9.1 What is Chequebook Journalism?

2.9.2 When to use anonymous source?



SUMMARY



UNIT- 1

· An average news organisation's staffs are divided into four basic departments – editorial, production, circulation and advertising.

· Editorial Department is responsible for content for any news organisation. The primary work of this department is to gather the news, select which news and features to be published or broadcast, edit the news and features that have been selected and package it for media. It is headed by the Editor, who is responsible for all the content that appears in a newspaper.

- The advertising department earns revenue for the news organisation by selling advertisement space to local and national advertisers, scheduling advertisements, sending bills to customers.
- Circulation Department sell the newspaper, deliver it to retailers as well as collect data from the subscribers.
- Newspaper production from prepress to distribution is controlled by the production department.
- Marketing department conducts research, develops promotional activities, and creates advertising to sell the news media to the readers / audience and advertising space to businesses and individuals.
- The accounting department is responsible for all financial functions, including budgeting, capital expenditures, sales forecasts, expense billing, accounts receivable and payable and payroll.
- Administrative Department is responsible for General administration of the news organisation.
- Stores Department is responsible for proper storage of newsprint, raw materials for printing and all other materials that are used by the organisation.
- The News Department of a newspaper is headed by Editor or Editor in Chief, who is assisted by Managing Editor or Associate Editors. He oversees entire staff, communicates with publisher and is the public face of the newspaper. The managing Editor handles day-to-day operations of the department, content planning.
- The News Department can be divided into various sections: Reporting, Subbing, Photography, Editorial Page and Design / Graphics. All these sections work under the leadership of News Editor, who takes all major decisions regarding coverage of news stories in consultations with the bureau chief.

- The Reporting Section is headed by the Bureau Chief. He allocates assignments to and supervises the work of the news bureau members. The Chief Reporter allocates and supervises the work of the team of reporters.
- Like the news editor, the chief sub has a critical role in editorial department. She leads the news desk. Along with the news editor the chief subs plan and write the leads and also write updated versions of developing stories.
- A photo section of the newspaper is headed by the Photo Editor or Chief Photographer. In most cases the photo editor is a former photographer. She allocates work to the photographers for photography assignments and helps the news editor to select appropriate photos for publication.
- The graphics are provided by the graphics department, which is headed by the graphics editor. Sometimes it is called art department. The graphic editor is in charge of all of the graphics and illustrations produced for the newspaper.
- The editorial page editor is responsible for writing or selecting or coordinating content for the editorial page and the “op-ed” page of the newspaper. These pages are where the newspaper’s editorials are printed as well as letters to the editor, columns by syndicated columnists and guest columns by experts.
- The news department of a magazine is headed by Editor or Editor in Chief, who is supported by Executive Editor or Managing Editor in some newspapers.
- Overall visual look of the magazine is the responsibility of Design Editor, who is also known as art director / creative director / art editor / design director in some publications. She is responsible for organization and selection of all the art work that will be included in the magazine.
- Section Editors are in charge of a specific major editorial department such as Features, News and Reviews. This editor assigns tasks to the writers, reporters, contributors of the section and is responsible for overall output of the section.
- Some Magazines have Assistant Editors are senior editorial staff assistant responsible for routine work, research, writing/editing “front of the book” or “back of the book” departments and they may write/edit features.
- Ensuring that all of the editorial copy that appears in the magazine is properly written and factually correct is the responsibility of Copy Editors. They edit copy for accuracy, style, grammar, and spelling. They are also responsible for acquiring text articles from the outsourced writers ensuring the quality of those texts.
- The Board of Directors, led by the Chairman, is responsible for making policies of the news agencies. The board does not interfere in day to day operation of the agencies.
- The Agency is run by the General Manager cum Chief Editor. Deputy General Managers assist the General Manager in his work. The News Editor is responsible for Editorial Desk and Chief of Bureau is in charge of the reporting section.

- The Reporting Section can be divided into two parts. There are Reporters who deal with day to day reporting work under a Chief Reporter. Secondly there are correspondents who deal with ministerial and legislative reporting are under the chief of bureau.
- In Radio Stations, the Editor in Chief is involved in the day-to-day running of the news desk, including some reporting and presenting, in addition to dealing with policy and administration of the Radio Station. She decides the frequency and times of bulletins and sets overall editorial agenda and news policy.
- The Editor in Chief of the Radio News is supported by Bulletin Producers, who are the duty journalist responsible for hourly supervision of the content and compilation of the bulletins. They gather stories and audio from reporters either at the station, at district offices, or from a national news supplier and check that cues and copy conform to style and editorial policy – acting as a ‘bulletin enforcer’.
- Senior Radio Journalists or News Producers are responsible for collecting and preparing news stories from interviewing to voicing and audio packaging. They may act as Bulletin Editor, when required.
- The news anchor or news reader or presenter is the person who presents the news bulletin in a Radio. They are the real voice of a station and are responsible for creating the style of radio output and establishing a relationship with listeners.
- The news department in TV Channels is headed by Editor or Editor in Chief or News Director. The News head is supported by Executive Editor or Managing Editor in bigger TV Channels.
- News Head or News Director of a TV News Channel has both editorial and managerial responsibilities. She sets the newsroom journalistic standards that govern who, what, where, when and why a particular news event is covered or not covered.
- The News Director is supported by Managing Editor who is responsible for implementing the news director’s vision and questioning the content, accuracy and fairness of stories to maintain balance and station credibility.
- TV news channel is divided into two groups. Input Section that primarily responsible for gathering the news and Output Section that processes and shapes it for transmission.
- The Input section has Assignment Editor, Chief Reporter, Reporters, Correspondents, Camera Crews, Stringers, Guest Coordinators and other support staff. Whereas the output section has programme editors, news editor, programme presenter, picture editor, graphic designer, librarian and support staff.
- The Chief Reporter is an important person in input section of TV News Channel. She heads the team of reporters and correspondents that function within a

bureau. A senior individual with on field experience is preferred for this position and is expected to have an insight into the functioning of political parties, police establishment and cultural variations within the assigned bureau.

- The Camerapersons work alongside reporters to capture events on video and produce live, on-scene coverage of breaking news stories. In addition to operating the video camera and sound, they also operate sophisticated microwave and satellite transmission equipment to feed programming or news segments back to the studio from remote locations. The Chief of Camera is the head of camerapersons.
- The Guest Coordinator helps to arrange the visits of guests that would be featured on programmes. He books guests for live interviews on news shows.
- The Output Section head, also known as Output Editor is responsible to make inputs presentable. She packages the news and actualities for the transmission to listeners. Output editor coordinate with the anchors, feeding them the news and filling their ears with news of what is happening in the world.
- The output editors are supported by Executive Producers who have the overall responsibility for their individual news program or show.
- In bigger news channels, the executive producers are supported by Senior Producers, Producer and Assistant Producer. They share the responsibilities of executive producers and work closely with the news management, anchors, reporters, editors and the technical crews; they research news story lines, write, select video and set interviews for news stories.
- The news writers and editors monitor news feed and prepare scripts for anchors, write teases used to promote stories and produce content for the website. Writers and editors work with reporters, anchors, web masters, directors and producers. They also do research and interviewing sources in order to ascertain that stories are factual.
- The Librarian is responsible for archiving the news stories after broadcast. She maintains the library and ensures that it is always kept in good condition. She also ensures that books borrowed are returned as at when due.
- News Anchors are the most visible members of the news staff. They are the face of the TV News. Anchors give television news channels an identity. Anchors are supposed to know something about anything and everything. Securing an audience's trust and loyalty is important because once that relationship is established; viewers will continue to turn to that channel to get the day's news.
- The basic qualities of a good reporter are: News Sense, Clarity, Objectivity, Accuracy, Alertness, Speed, Calmness, Curiosity, Scepticism, Punctuality, Patience, Imaginativeness, Farsightedness, Self Discipline, Integrity, Fearlessness, Tactfulness, Initiative, Mobility, Diligence, Good Writing Ability, Well Read, Team Spirit

- In Democracy the reporter has a role in:
 - o Scrutinizing the work of the government, the courts and big companies to highlight failures and successes
 - o Rooting out corruption at all levels
 - o Drawing attention to official negligence or incompetence
 - o Giving a voice to sectors of society without one
 - o Helping the public cast votes in elections by explaining political programmes of rival parties
 - o Explaining economic trends
- A reporter must keep her eyes open and her mind attuned to the present, future as well as the past to perform his function effectively. As she has to gather news, she is required to be on the move most of the time usually within the area allotted to him.
- The Reporters also investigate issues of public concern, such as allegations of corruption or inefficiency in local government. Reporter interview people, who can provide insight on the issues, collect data, gather documents and build a story over time.
- One of the major responsibilities of a Chief Reporter or Bureau Chief is to coordinate and assign news coverage to reporters and other members of the news team. They also serve as administrators, working with editors to set budgets and fulfil human resources functions related to training, hiring, and managing staff.
- In addition to the qualities required for a Reporter, the Chief Reporter and Bureau Chief possess the following qualities: Calmness, Judgment, Fairness, Quick Grasp, Knowledge, Memory, Leadership and Domain Expertise

Unit -II

- A source can be person, publication, or other record or document that gives information to write the news story.
- Herbert Gans in his book *Deciding what's news*, define source as “the actor whom journalist observe and interview, including interviewees who appear on the air or who are quoted in magazine articles and those who only background information or story suggestion”.
- For a journalist the source can be, Fellow Journalists, Primary Source, Written sources, Leaked documents, Secondary sources, Tip-offs, Press conferences & Press Release, Vox-pops and others
- Besides these, there are other sources of news for a reporter. For example court proceedings can also be another good source of news. Speeches can

also act as a source of news. There are several others, but the above-mentioned rank amongst some of the best sources of news and information, often used by reporters.

- Reliability of the source is built over time. If a source is always correct in the information they provide, it will be believed next time. The Journalist should always crosscheck before using any source.
- News sources contribute significantly towards accuracy of facts in the news as journalists need to rely on news sources to provide them with the facts about events. This adds authority and believability to the news. If the source give inaccurate and misleading information, the credibility of the news report is questioned.
- The use of qualified and accredited sources has been underlined in many codes of ethics and has been the basic tenet of objective journalism. One way to get balanced news is by use of multilevel sources that helps in assembling various opinions from a multiplicity of perspectives in a single story, especially a lead story.
- There are two types of news sources, the knowns and the unknowns. The knowns are the elites and official sources, namely heads of government, ministers and deputy ministers, official spokespersons usually the public relations practitioners (PRPs), leaders of NGOs, experts, celebrities and the like.
- The unknowns are not persons at the higher hierarchy, rather ordinary people or non-elites who become relevant sources because of their connections with certain news events as eyewitnesses, victims and families of victims.
- A source's access to the journalists depends upon the initiative, power, the ability to supply journalists with suitable information and their geographic and social proximity to them.
- The journalists prefer the Source which provides information effortlessly and quickly. Reporters go after the source whose information requires the least amount of checking.
- The relations between news source and journalist are based on informal agreements and unwritten rules.
- Public relations professionals or spokespersons often act as a news sources for journalist. However, they always try first to maintain favourable opinion toward the organization or client they are representing; second, to create opinion which is non-existent or where it is latent; and third, to neutralize hostile opinion.
- Journalists have to be careful that sources' motives are not affecting information received and they must check it with independent sources.
- Attribution is telling the audience about the name and title of the person interviewed or document used to get the information for the news. It is done to inform the audience about who is speaking or where the information in the story comes from.

- Attribution can be made for both spoken and written information such as speeches, reports, books, films or even other newspapers, radio or television stations. In the example given here, the source of the news is attributed to the BSE Filing of the Company.
- There are four levels of attribution, depending upon the unofficial agreement between the source and the journalist. These are:
 - On the Record: When the source tells the details openly and allows their name and titles to be quoted the attribution is 'on the record'. This means anything the source says can be reported, published, or aired.
 - On Background: This describes the agreement between the source and the journalist in which a reporter can use the information given by the source, but cannot name or quote the source directly.
 - Not for Attribution: In this level, the reporter agrees not to identify a source by name.
 - Off the Record: This means the information is for the reporter's use only and is not to be published. It restricts the reporter from using the information the source gives.
 - Direct quotes from anonymous sources are rarely used. Also the journalist should inform at least one editor about the specific identity of any anonymous source before publication.
- For a journalist, all human being can be a potential a source. It is also important for the journalist to respect and be polite to the source. They should be assured about fair treatment. Even if the source is rude and obnoxious, reporters should not react.
- The Reporters should be friendly with the source but not become a friend. Friendly behaviour can help you in getting information from the source but Friendship with a news source destroys the veracity of your story.
- Use of anonymous sources should be avoided, unless very important. News consumers may not believe anything attributed to some vaguely identified or even unidentified person. Sometimes, sources requesting anonymity agree to let the reporter use their names when the reporter refuses to listen otherwise. Anonymous source, when used should be informed to the editor.
- Information acquired by a primary source can reflect an opinion or verifiable fact. It is better to fact-check when interviewing a primary source to verify the facts are accurate.
- When dealing with sources it is important to corroborate what they tell.
- Sometimes, the source demands to see the story before it is published. It should be avoided. The reporter and the editor should control the news.

- The journalist should have knowledge about the issue, technology, economics and other details of the subject she covers. This helps in learning respect from the source.
- The journalist should show interest to the information shared by the source, even if the source thinks it's a story and the journalist doesn't. However boring or annoying or uninteresting a source may be, they should be given a patient hearing as there is chances that the source might give some important information.
- Telling the sources about the interest or stories being made by the journalist also helps. The source may not be directly involved in the issue, but may guide to other source, who might be helpful.
- The Journalist should also know the source personally. She should know about families, hobbies, backgrounds, strengths and weakness of the source.
- The journalist should try to keep the interaction with the source on record as much as possible. When going for off the record, it should be for good reason.
- Scheduling the sources makes everyday task of journalists easy.
- Sources are crucial for survival of journalists. The reporters need to responsibly and ethically hand relationship with their sources. They should be honest and fair in gathering, reporting and interpreting information.
- Protection of the sources is an important requirement in ethical journalism. It is critical in ensuring people working inside the political or corporate system can feel confident that if they blow the whistle on corruption they will not be victimised.
- If the Editor demands to know about the source, the journalist must get approval from the source before revealing the identity of the source to the editor. The editor is also equally responsible to protect the identity of the source.
- The Reporters should maintain transparency while dealing with the Source. The reporter should be informed that the information they are sharing will be used for preparing a news report in media.
- The Journalist while gathering information from the source should not get too close to the source. The rule is be friendly not become a friend. Getting too close can jeopardize the objectivity of news report.
- Use of anonymous source should be avoided as much as possible. It is considered as the weakest source. Anonymous sources should be used in case of extraordinary situations when the Reporter or Editor believes that these sources are providing accurate, reliable and newsworthy information that we could not be obtained on the record by any other mean.
- The Reporter should always question the motive of the source before guarantee anonymity. Such sources should be avoided to express negative opinions or make negative charges about an individual or organization.

- Journalist should not accept gifts, free travel or financial benefits from the source. This may influence the objectivity of the reporting.
- Similarly, paying the source for information also affects the credibility of news reporting. Known as chequebook journalism, this creates a conflict of interest because the relationship between a journalist and a source turns into a business one.
- Most of the time a source providing information to the media has a motive. It is the responsibility of the journalist to identify the motive and the spin that comes with the information.
- The Reporter must be cautious before promising anything to the source. They should keep their commitment to the source regarding attribution, whether ‘go on the record’, ‘off the record’, ‘on background’ or ‘not for attribution’.
- Also the journalist should avoid undercover or other surreptitious methods of gathering information. Such method may be used whenever the traditional, open methods fails to yield information vital to the public.

FURTHER READINGS



- ♦ *Handbook of Reporting And Communication Skills* by V. S. Gupta, Concept Publishing Company, New Delhi
- ♦ *Journalism and Mass Communication* by Hena Naqvi, Upkar Publication, Agra
- ♦ *Modern Journalism Reporting and Writing* by D. Sharma, Deep & Deep Publications, New Delhi
- ♦ *News Reporting And Editing* by K.M. Shrivastava, Sterling Publishers, New Delhi
- ♦ *Essentials of Practical Journalism* by Vir Bala Aggarwal, Concept Publishing Company, New Delhi

ANSWER TO CHECK YOUR PROGRESS

Unit I

- 1.5.1 The newspapers have four core departments. These are editorial, production, circulation and advertising. These Four departments have been part of any newspapers for more than 150 years. Editorial department is responsible for content for any news organisation and marketing production department has to do with the production and printing of the newspapers. Circulation Department is in charge of delivering the media at different parts of the town, region, or country. The Advertising department earns revenue for the news

organisation by selling advertisement space to local and national advertisers, scheduling advertisements, sending bills to customers.

- 1.5.2 News Head or News Director of a TV News Channel has both editorial and managerial responsibilities. The news head identifies future scheduled events and plans coverage around them. The responsibility also includes checking how news programs are being run and how producers are coordinating with reporters. The managerial responsibilities include recruitment of staff, their management, planning budget and other administrative functions.
- 1.7.1 The Reporters have significant role in democracy. As per Reuters Foundation Reporters handbook, they act a buffer between the government and the public. The reporter can explain government decisions and actions to the public and pass the public view back to government. The reporters have a role in:
- ◆ Scrutinising the work of the government, the courts and big companies to highlight failures and successes
 - ◆ Rooting out corruption at all levels
 - ◆ Drawing attention to official negligence or incompetence
 - ◆ Giving a voice to sectors of society without one
 - ◆ Helping the public cast votes in elections by explaining political programmes of rival parties
 - ◆ Explaining economic trends
- 1.7.2 The Chief Reporter must have the quality of a reporter. In addition to this he or she must have calmness to ensure objectivity, efficient in decision making, fair judgement, quick grasp ability and good memory power. He or she should know his/her audience, have a healthy scepticism to spot the source of potential errors, leadership ability and knowledge about the industry and production process.

Unit – II

- 2.6.1 Primary sources are sources that provide first-hand information for the news story. The primary source knows about the event or issues more than anybody else in the world because they are or were at the centre of it. They are usually the best sources of information about their part of what happened. They should be able to give you accurate details and also supply strong comments.
- 2.6.2 Off the Record is the level of attribution that restricts the reporter from using the information the source gives. The information shared by the source is for the reporter's use only and is not to be published. In case of 'off the record' the journalist cannot use the information from the source. But, in case 'on background' or 'not for attribution' level, the journalist can use the information without identifying the specific source.

- 2.9.1 The practice of paying the source for gathering information is known as chequebook journalism. This practice is considered unethical. This is because paying the source for information creates a business transaction conflicting journalist's interests of covering the story objectively.
- 2.9.2 Anonymous sources should be used in case of extraordinary situations when the Reporter or Editor believes that these sources are providing accurate, reliable and newsworthy information that we could not be obtained on the record by any other mean. Since unnamed sources have no liability, the responsibility of reporting on the basis of information shared by anonymous source resides solely on the Reporter and the Editor.

MODEL QUESTIONS

A. Very Short Questions

- Q1: What is the role of Advertisement Department?
- Q2: What is Nose for News?
- Q3: What are the managerial responsibilities of an Editor in a Newspaper?
- Q4: Define News Source.
- Q5: What is attribution?

B. Short Questions (Answer each question in about 150 words)

- Q1: Discuss the structure of news department in a news magazine organisation.
- Q2: What is the role and importance of news anchor in Radio and TV?
- Q3: Discuss qualities of a Bureau Chief?
- Q4: What are the levels of attribution?
- Q5: Why Chequebook Journalism is not ethical?
- Q6: Why use of anonymous source should be avoided?

C. Long Questions (Answer each question in about 300-600 words)

- Q1: What is the structure and role of the Editorial Department in a TV Channel?
- Q2: Discuss Various Departments in a Newspaper.
- Q3: Why Source is Important for Journalists?
- Q4: What are the qualities of a Good Reporter?
- Q5: What are major ethical issues in dealing with news source?



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