## The role and responsibility of the media!

Learning Platform on Human Mobility May 2013 By Amy Selwyn, Storytegic



#### The media has one role.

# To inform public debate so that the audience can make educated choices.



#### Or, put another way...

To deliver facts.





#### NEW YORK POST

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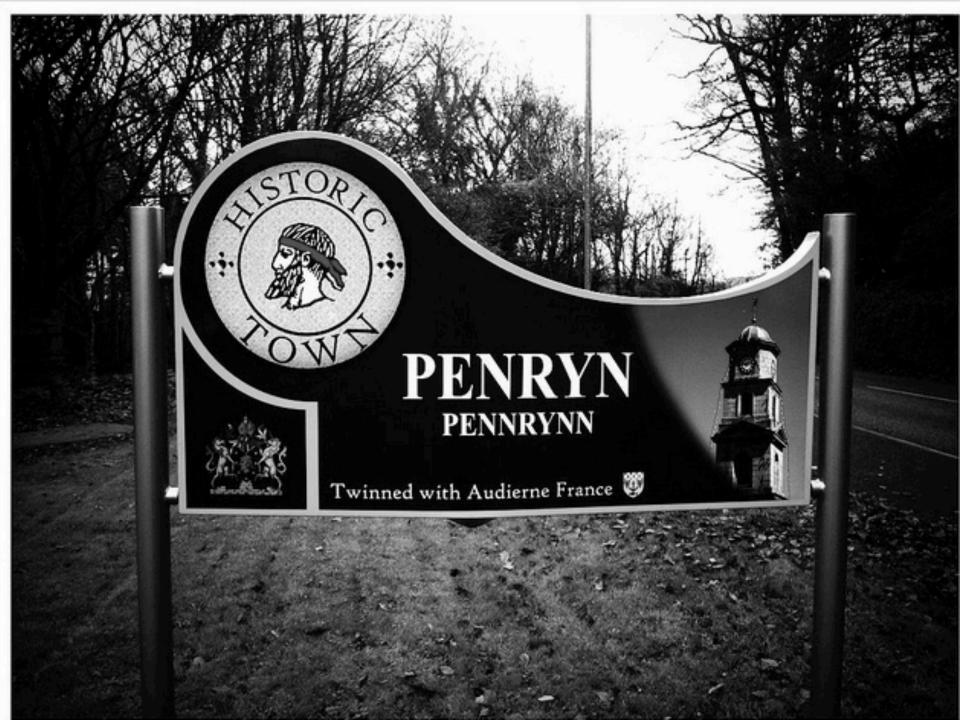
www.nypost.com

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#### Investigators probing the One is carrying a duffel bag and the other has a backpack deadly Boston Marathon bombings are e-mailing law-- which is not visible in a enforcement agencies photos later photo. There is no direct evidence linking them of these two men seen on surveillance near the finish to the crime, but authorities line. The Post has learned. want to identify them.

#### Closeness

The appeal of a local story from our community. We can relate to it.



Material we are given that we have to assess

Press officers, PR hacks
Millions of words per day – what is information?



#### Material we find

And that we have to explain to our readers, viewers, listeners.



#### Conflicts

We need to explain them.

And avoid the "bad guys" vs. the "good guys" trap.



Disasters, tragedies

Establishing context
Showing the story
Maintaining decency



Progress & development

How change(s) affect our lives Find out and explain implications No free PR



Crime

Innocent until proven guilty



Money

Who's paying whom? And why?



#### Public service information

Health

Sex

**Sports** 

Arts

Etc.

# But how do you know if it's NEWS?

#### Do a news test

Is it new or unusual?

Is it interesting or significant?

Will it affect our readers'/viewers' lives?

If we get one NO....

We do NOT publish this as news.

#### And there are ethical mandates

Do no harm

Respect privacy

Represent multiple viewpoints

Give voice to the voiceless

Remain free of association

SO...that is what media has been and is still tasked with doing.

# But. the world has become more complicated.

### And social.

That has major implications for media's roles and responsibilities.

#### Consider the following factoids.

# Over 50% of the world's population is < 30 years old.

96% of millenials have joined a social network.

# 50% of UK mobile traffic is for Facebook.

300,000 people will join Twitter.

### Today.

## Today.

Sending more than 44,400 tweets...per minute.

#### Or 64 million tweets per day.

37% of Internet users have contributed to the creation of news.

It is the end of top-down control of the news agenda. It's the "democratization" of information.

In the US, 46% of Americans get news from 4-6 media platforms per day.

# Only 7% get news from a single media platform.

The most popular Twitter user is Lady Gaga. She has more followers than Barack Obama.

And will reach more people with a single tweet than The Wall Street Journal, The New York Times and USA Today combined will reach in print today.

## Social media is neither a fad nor a fun diversion.

It is a fundamental shift in the way we communicate. And that includes media.

#### What all of this means to you.

#### Ten major points

- 1. Media is your news partner.
- 2. But, media is not your partner.
- 3. Media will not collaborate with you.
- 4. But media can learn from you.
- 5. And cover your news. When it's news.

#### Ten major points

- 6. Media is (or should be) actively looking for alternative perspectives.
- 7. News is about storytelling. Give them stories to tell.
- 8. Social media is a huge opportunity. But there is a lot of noise out there.
- 9. That means you need to be consistent. And persistent.
- 10. Your communications plans should consider every major platform.

### Thank you!