

The role and responsibility of the media!

Learning Platform on Human Mobility

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The media has one role.

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



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Or, put another way...

To deliver facts.



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BAG MEN

**Feds seek
these two
pictured
at Boston
Marathon**

Investigators probing the deadly Boston Marathon bombings are e-mailing law-enforcement agencies photos of these two men seen on surveillance near the finish line. The Post has learned.

One is carrying a duffel bag and the other has a backpack — which is not visible in a later photo. There is no direct evidence linking them to the crime, but authorities want to identify them.

SEE PAGES 4, 5, 6, 7

What makes a news story?

Closeness

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



PENRYN

PENNRYN

Twinned with Audierne France



What makes a news story?

Material we are given that we have to assess

Press officers, PR hacks

Millions of words per day – what is information?



What makes a news story?

Material we find

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



What makes a news story?

Conflicts

We need to explain them.

And avoid the “bad guys” vs. the “good guys” trap.



What makes a news story?

Disasters, tragedies

Establishing context

Showing the story

Maintaining decency



What makes a news story?

Progress & development

How change(s) affect our lives

Find out and explain implications

No free PR

BAJAJ
Distinctly Ahead

BAJAJ
XCD 125
DTS-Si



What makes a news story?

Crime

Innocent until proven guilty



What makes a news story?

Money

Who's paying whom? And why?



What makes a news story?

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!