



Elina Makri, Interreg Europe meeting, Athens, September 2016

- **Post Industrial Journalism:** A Transformed Environment
- A plethora of news sources BUT, most media, ‘*bleed red ink*’ (especially in Europe)
- Tectonic Shifts: The internet wrecked advertising subsidy, the audience questions the business model..
- “*Amazon, after a 15-month test of television advertising, abandoned TV for most products, concluding that the ads would be less effective in driving sales than spending the same amount of money to provide free shipping.*”

Post-Industrial Journalism: Adapting to the Present
(Tow Center for Digital Journalism)

- The real dilemma for the news business, is how to convince people that it [business / profession / sector] still matters...]
- Is their service of any value [to the audience]???
- So, a lot of self-questioning of its role and self-conception..

In order to get a **service** out of them:

**Help them to help you => stories,
value, information & time wise..**

- Help media? How?

What does that mean?

*“Literature is the art of
writing something that
will be read twice;
journalism what will be
grasped at once.”*

Cyril Connolly

News Guidelines – Language to use

"One should not aim at being possible to understand but at being impossible to misunderstand. "

Quintilian

"To write in a genuine familiar or truly English style is to write as any one would speak in common conversation."

William Hazlitt

News Guidelines – Language to use

European Union: *"Obscurity in writing is commonly a proof of darkness in the mind."*

John Wilkins

"The life of the journalist is poor, nasty, brutish and short. So is his style."

Stella Gibbons, Cold Comfort Farm

*[The beginner should shun] all devices that are popularly believed to indicate style - all mannerisms, tricks, adornments. The approach to style is by way of plainness, **simplicity, orderliness, sincerity.***

E.B. White

No jargon!

News Guidelines – Language to use

a. Collective awareness pilots for bottom-up **participatory innovation paradigms**

Proposals are expected to develop and test pilot solutions to clearly defined **sustainability challenges** by **harnessing 'network effects', leveraging on innovative combinations of distributed social networks, sensor networks and knowledge co-creation networks.** Such scalable experiments and prototypes are expected to gain evidence and better understanding on the processes about collective awareness.

These pilots should be grounded on recent developments in open data, open source, **distributed social networking and open hardware.** Pilots must seize the full potential of existing mobile communications, integration of networks and online collaboration and can **make use of innovative integrated mobile sensing devices to create collective awareness of risks and opportunities.** They can pioneer crowdsourcing/crowdfunding solutions and new mechanisms for social **innovation whose expected return goes beyond GDP measures and traditional success indicators**[1].

Pilots should be user-driven, involving existing communities of people, and possibly **addressing a combination of sustainability areas.** Participants should include not only industry and academia but also local communities, grassroots activists, hackers, social entrepreneurs, students, citizens, creative industries and civil society organisations.

Language **NOT** to use

- Identify the news: **Is it news???**
- The 5 w's
- The Inverted pyramid
- The language
- Find the good & appropriate contact

Process

Give me a hook

- Is it **News**?
- relevance
- hot topic/„liveness“ - unexpectedness
- but also: context/continuity
- sources

News Criteria



A plan
for writing a
press release that
gets results

First contact with media

Credits: <http://kellieobrien.com.au>

JFK is Dead!

Who did What ?

Where ?

When ?

Why ?

- short, concise sentences
- use vivid, precise verbs + words
- put main causes into main clauses
- write in present or present perfect
- no passive sentences (who?) - no generalizations
- no technical and foreign terms (or explain them) reduce numbers (make round), names, places
- give contact / sources

Writing style-keep it simple

- Identify the news: **Is it news???**
- The 5 w's
- The Inverted pyramid
- The language
- **Find the good & appropriate contact: Find who is the responsible editor, make phone calls to follow up with an editor: Know WHO is in charge!**

Process

Give me a hook

«If stories come to you, care for them. And learn to give them away where they are needed. Sometimes a person needs a story more than food to stay alive.»

-Barry Lopez, Arctic Dreams

Storytelling

- *"Everyone knows how to tell the story of a cheating athlete or a business gone bankrupt, but there is no obvious narrative frame for the tension between monetary and fiscal union in the EU, even though the latter story is by far the more important...."*

Post-Industrial Journalism: Adapting to the Present Report
(*Tow Center for Digital Journalism*)

Complexity of the European Stories

Be creative!

Be creative!

Be creative!

Be creative!

Be creative!

Be creative!

Be creative!

Be creative!

Be creative!

Be creative!

Be creative!

Be creative!

Be creative!

Be creative!

When it comes to storytelling



The Longest Night

I do care! <https://vimeo.com/148855955>

Well,

- ✓ I am not a fisherman,
- ✓ I do not live in Iceland (too far, too cold),
- ✓ I am not concerned by the health problem of these people

BUT by watching this, I do care! I do have EMPATHY for them!

Storytelling magic sauce



**An advertisement that got Media attention |
Region of Crete** <https://www.youtube.com/watch?v=w820ica6JUk>



https://www.youtube.com/watch?v=A40iNV_e7DU



Credit: Francis Tyers (User:FrancisTyers) via Wikimedia Commons

[Legacy] Media Impact has changed!

-**New Trends** media search for:

From covering secrets to covering mysteries; Data and Statistics: New trend in journalism and local authorities have plenty of them: collaborate with Media!

**Many opportunities for doing good
work in NEW ways**

The Migrants Files

The human and financial cost of Fortress Europe

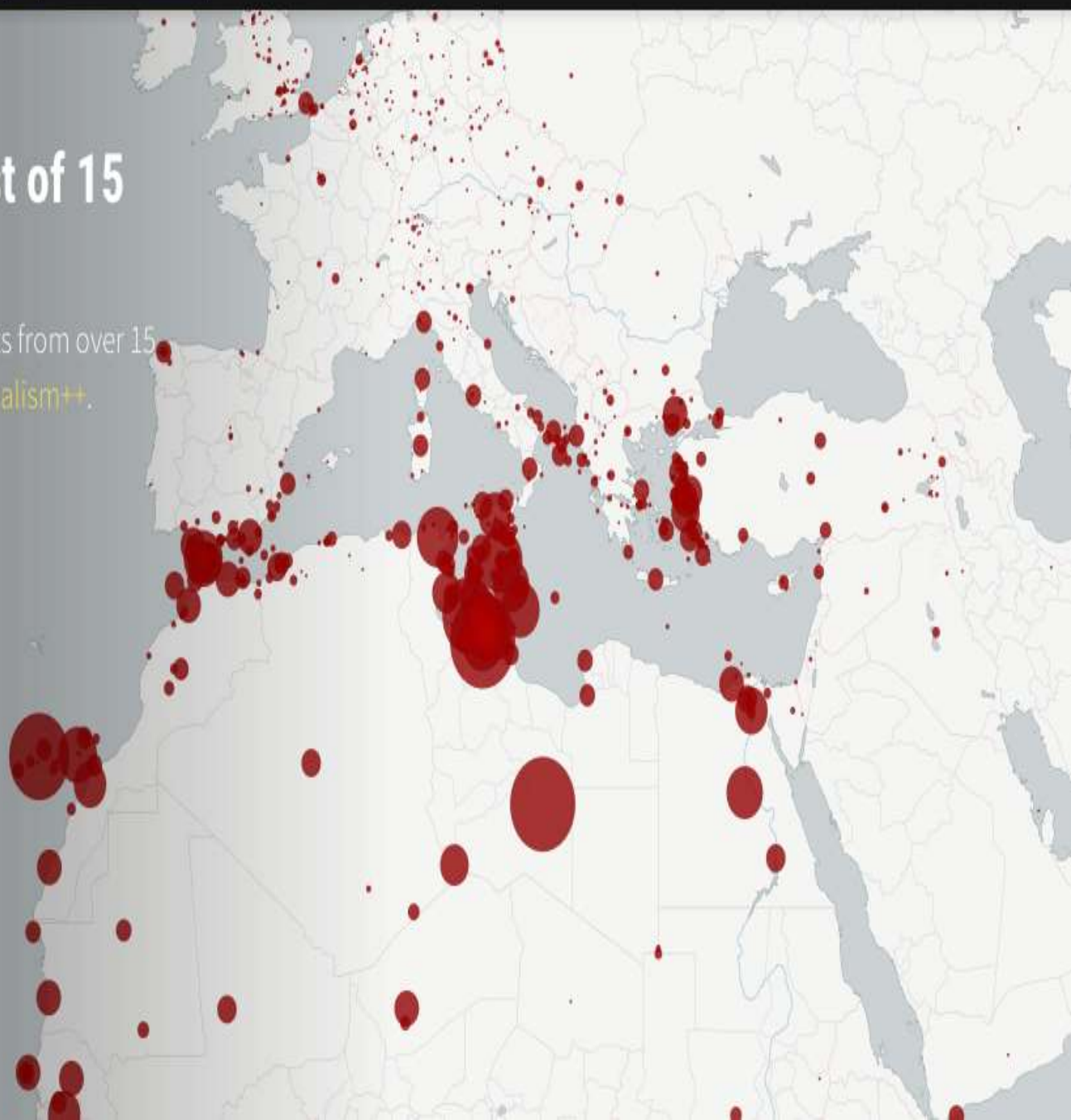
Nicolas Kayser-Bril

The human and financial cost of 15 years of Fortress Europe

The Migrants' Files was a consortium of journalists from over 15 European countries. It was coordinated by [Journalism++](#).

Winner, Data Journalism Awards 2014

Winner, European Press Prize 2015



The message is more important.

«*What we wanted to stress was how **public institutions** did not care about the issue.*»

This data is meaningless..

“We are far from having comprehensive data on the topic.

However, this estimate is necessary to be able to say:

“That’s our best shot as journalists, we had to do it because no one else did”.

This data is meaningless..



“Thank you!
Efharisto!”

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