

**COMMS 201 Journalism 2019**

**In-Class Assignment:** Press Conference: Writing a news item

**Date:** Week 7, 29 April (Thurs lecture time)

**Weighting:** 20%

**Press Conference guest:** TBA.

**Assignment details:**

* Students will receive a Press Release 3-4 days before the in-class Press Conference.
* The Press Conference assignment will be held under exam conditions.
* The first 45 minutes will be the Press Conference, followed by question time.
* Our visitor will then leave and you will have 45 minutes to write your news item.
* Please write in the exam booklet provided.
* You may bring your laptops to class and use the net for backup resources/statistics etc. if relevant.

**The Press Conference: (approx. 40 minutes)**

The press release will provide details on the ‘timely issue’ to be discussed at the press conference.

The presentation will last about 20 minutes and will provide more in-depth information about the ‘timely issue’.

Student question time: 10-15 mins – conducted as per media practice.

You can ask your questions based on the content of the press release and the Press Conference.

Those who don’t ask questions should still listen carefully to assess whether newsworthy points are made and select information to add to your news article.

Your questions are likely to be based on the ‘timely issue’ but you can try, as journalists do, to go ‘off-script’ and ask a different question.

**Writing the news article: (45 minutes)**

You are then required to write a news report (including a headline) following the **inverted pyramid structure** outlined in your reading for Week 6.

**Assessment criteria**

* Article written using the ‘inverted pyramid’ structure
* Headline short, catchy and accurate
* First sentence catchy, conveys story angle and can stand-alone
* Angle clearly articulated
* Article includes the 5 x W’s and the H
* Draws on information from Press Release and Press Conference
* Uses direct quotes
* Uses clear concise sentence structure throughout
* Factual information accurate