

# PRESS PASS

2016



# PRESS PASS

Welcome to Press Pass 2016 - the fifth year of the NewsBrands Ireland Newspapers in Education (NiE) initiative.

## How does Press Pass work?

During a two week period in November, participating schools will receive a selection of national and local newspapers. These are used in conjunction with this workbook to give students a better understanding of how news organisations work by focusing on five main areas: news, features, comment, photojournalism and sport.

## What is the aim of Press Pass?

The main aim is to encourage students to read and write more. Using newspapers as part of the daily curriculum, students will get a better understanding of news and current affairs and be exposed to a range of views and analysis - sometimes radical, sometimes infuriating, but always engaging and entertaining - to help them form opinions of their own.

## What is the Press Pass guidebook for?

This guidebook is to be used in class in conjunction with the newspapers. It looks in detail at the main writing styles and range of skills that make up your daily newspaper:

- What is news and how to write a news story.
- The difference between news and features.
- The skills required to write commentary.
- What makes a good photograph and the secrets behind good sports journalism.

It also gives some practical hints and tips to students who plan to enter our search for the Student Journalist of the Year.

## What about the competition?

We are always on the look out for new talent and the next generation of budding writers and journalists. Students can enter the competition in any one of the five categories: news, features, comment, photojournalism and sport. Details of how to enter, the rules, guidelines, tips and instructions are explained in the different sections throughout this guidebook.

If you're looking for some inspiration, check out the winning entries in this year's NewsBrands Ireland Journalism Awards - [www.journalismawards.ie](http://www.journalismawards.ie)

## How to enter

Schools can submit up to three entries in each category. The closing date for entries is January 30th 2016. Schools must submit all entries using the entry system in the competition section of the Press Pass website: [www.presspass.ie](http://www.presspass.ie)

## The winners

Our panel of judges will choose the winning entry from each of the five categories - plus two runners-up from each section. An overall winner will also be selected by the judges and all winners will be announced at a national awards ceremony early next year.

Good luck - and enjoy the process!

NewsBrands Ireland



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Photographs courtesy of  
Press Photographers Association  
of Ireland.

## HOW TO ENTER

As part of the Press Pass initiative, students and schools have an opportunity to enter our prestigious competition, the winners of which will be honoured at a national ceremony early next year. The competition has five categories: News, Features, Comment, Photojournalism and Sport.

There are strict and specific rules for each category which must be adhered to.

All entries must be submitted via the competition section of the Press Pass website: [www.presspass.ie](http://www.presspass.ie)

## IMPORTANT

- The work must be your own. It cannot be copied from any other source.
- News, feature and sport articles must be fact and not fiction.
- Any and all quotes you use must be taken from interview(s) you have conducted.

If you do not adhere to the strict guidelines, your entry will not be considered by the judges.

## CATEGORIES

### NEWS

For your news article, you can only choose from one of the options below:

- 1) Interview a local personality / politician / celebrity. Write the article based on your interview.
- 2) Identify an issue that is relevant to you and your school - bullying / class sizes etc. Interview people relevant to your subject of choice. Write the article based on your interview.

Articles must not be shorter than 400 words or longer than 600 words.

### FEATURES

For your feature article, you can only choose from one of the options below:

- 1) Write a profile of a person/group/organisation you admire.
- 2) Interview a well known personality. Write a feature based on your interview.

Articles must be no shorter than 600 words and no longer than 800 words.

### PHOTOJOURNALISM

Photojournalism covers all the categories: News, Features, Comments, Sport. Entries include photographs, graphics, cartoons or caricatures. All entries must be submitted in jpeg format with a minimum image size of 3MB.



George Smith, 100th birthday in The Gravediggers Bar, with his family and friends. George has been going to this pub in Dublin every week for the past 60 years. Picture: Brenda Fitzsimons



Marco Pierre White at the launch of his new book, Marco Pierre White revealed | Unseen photos from Bob Carlos Clarke. Picture: Arthur Carron



Gertie Dunning from Carrickobrien in Athlone invites Taoiseach Enda Kenny into her flooded home following the recent flood damage to the area. 1st Place Winner Politics 2016 PPAI Awards. Picture: Steve Humphreys

## PRESS PRESS JUDGING PANEL

- Prof. John Horgan**, Chairman  
**Paddy Logue**, Homepage Editor, The Irish Times  
**Kevan Furbank**, Deputy Editor, Irish Mirror  
**Kevin Doyle**, Group Political Editor, IN&M  
**John Mitchell**, Night Editor, Irish Daily Star  
**Cathal Dervan**, Sports Editor, The Irish Sun  
**Ciara Leahy**, Consumer Editor, Irish Country Living  
**Claire O'Sullivan**, Features Editor, Irish Examiner  
**Catherine Fegan**, Senior News Feature Writer, Irish Daily Mail  
**Dave O'Connell**, Group Editor, Connacht Tribune  
**Daragh Keany**, TV Editor, Sunday World  
**James McNamara**, Digital Editor, The Sunday Business Post  
**Michael Chester**, President, PPAI

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TO ENTER  
 GO TO  
[www.presspass.ie](http://www.presspass.ie)



HAIR RAISER: Dervla Duffy celebrates after being declared the winner over Elaine Harrison at the end of their 54kg bout, IABA National Elite Female Championship Finals. National Stadium, Dublin. Picture: David Maher

# NEWS

“What you see is news, what you know is background, what you feel is opinion”

- Lester Markel, American journalist, 1894-1977

## What is news?

Ask 100 people ‘what is news?’ and you’ll get 100 different answers.

According to the Oxford Dictionary, the standard definition of news is “new information, fresh events reported”. Though it has dozens of interpretations, as one editor put it, “everything that happens is news to someone”.

## What is the job of a journalist?

Even in the age of 24-hour news cycles, digital platforms and social media, the key function of a journalist remains the same - gather the information and present it fairly and accurately.

The key for any journalist is to give an accurate and balanced report of whatever they are working on - print or digital.

If a criminal is gunned down in broad daylight, it’s the job of the journalist to tell the reader what happened, who it happened to, how it happened, why it happened and when it happened.

If you answer those five key questions, then 99 times out of 100, you’ve done your job properly.

Remember, news is supposed to be fair, accurate and balanced - it’s not your view on what’s happened, not what you think might or should have happened. It’s what actually happened - the facts of which you have checked, and double checked.

## Do

**Do:** Make your story interesting and relevant.

**Do:** Always check your facts. Credibility is the most valuable asset to a reporter.

**Do:** Be balanced - always give both sides of the story.

**Do:** Use lots of quotes. People love reading what other people say.

## Don't

**Don't:** Start your news articles with a question. Stick to the basic introduction formula and you can't go wrong.

**Don't:** Editorialise - news stories are fact not opinion. It is not your job to argue a point of view, or sum up with your opinion. Just present the facts and let the reader draw his/her own conclusions.

**Don't:** Get flowery - keep your sentences and paragraphs short.

**Don't:** Use lots of heavily descriptive language. When you've finished, go through the entire story and try to remove any words that aren't completely necessary.



# TUTORIAL

## How to Write News

Your job is to make the news story as relevant, interesting, informative and as accurate as you can.

Always remember who you are writing for. The person reading the Irish Times will want the information written and presented in a certain way, so too the person reading the Irish Sun.

So if you're writing for the school newspaper, or the New York Times, be aware of your audience. Keep the story simple and straight-forward. Make it as easy as possible for the reader to digest the information.

The opening paragraph (or intro) is vital - it's your only chance to grab the reader's attention and entice them to read on.

Remember - you've lost 30% of readers after the first paragraph and 50% by paragraph four.

## How to Structure a News Story

Remember the five Ws when writing news - the who, what, where, when and why. Answer these for the reader and you've done your job.

## The Introduction

The most important section of any news story is the opening paragraph. The intro communicates the facts of the article in the first few lines.

**FOR EXAMPLE:** A man was gunned down in front of shocked shoppers in the latest gangland tit-for-tat murder.

## What?

**The What - summarise what happened.**

The 31-year-old, identified as one of the country's leading drug dealers, was shot six times in the head and chest.

## When?

**The When - give the reader some more of the key details.**

He was shot shortly after 1pm, by a lone gunman, as he walked down Grafton Street in front of hundreds of shoppers.

### Headline

Five times as many people read headlines as the actual story

### Where

Detailed picture enhances the story

### Byline

Journalist who broke the story

### What

Tell the reader what happened

### Why

How the controversy erupted

### Additional info

Further details to enhance story

### Email

Contact for newsroom

irishmirror.ie

# WATCH YOUR MOUTH JOE..



INSULT Marty Morrissey APOLOGY Joe Broily

## RTE warning to Broily

BY RHIAN LUBIN

RTE bosses have warned Joe Broily that any offensive outbursts in the future will "not be tolerated".

The GAA pundit, 45, was forced to apologise after claiming on live TV that Cavan football was as ugly as his colleague Marty Morrissey.

He was talking about the defensive tactics of the Breffni men before their quarter-final with Monaghan in the Ulster Senior Championship.

And in a statement yesterday, RTE head of sports Ryle Nugent insisted similar remarks will not be tolerated.

He said: "I have spoken with Joe Broily about the comments he made in relation to RTE Sports' AA Correspondent and commentator Marty Morrissey last week on the Sunday Game Live broadcast."

Joe is acutely aware that his ill-considered attempt at humour was both inappropriate and extremely hurtful and had no place in any broadcast.

Further, Joe is fully cognisant of the fact that similar comments in any future broadcast cannot and will not be tolerated.

Joe Broily has spoken at length with and offered a heartfelt apology to Marty Morrissey which was graciously accepted.

"All parties now consider this matter closed." Broily was subject to fierce criticism following the cruel gag at popular Marty's expense.

The Derry man had said on RTE's The Sunday Game: "I've referred to Cavan in recent years as the Black Death because the football has been as some people have said, as ugly as Marty Morrissey."

At half-time of the match, Broily apologised for his remarks and host Michael Lyster told him that his comments weren't acceptable.

Broily said: "I want to say that what I said about Marty Morrissey was said in a spirit of affection, not literally."

Lyster replied: "I presume that's an apology", to which Broily agreed. The host added: "We appreciate that."

new@irishmirror.ie

### Headline

Must give people a reason to read on

### Font

Large, bold text to show it's the most important element of design

### Sub head

Holds the reader's attention by giving more details

### Intro

The golden rule is KISS - keep it short and simple

### Who

Who it happened to

### When

Exact details of when it happened

## Who?

**The Who - who is the story about.**

Gardaí believe the murdered man was Joe Bloggs, from the inner city. Bloggs was a career criminal who was one of the main importers of cocaine into the country.

## Why?

**The Why - vital background information**

Bloggs had survived an attempt on his life last year and was, according to sources, 'a dead man walking' after double crossing his former partner in crime.

## Where?

**The Where - give more details of the attack.**

Bloggs was just passing the entrance of HMV when a hooded man approached and pulled a gun from his jacket pocket, according to eyewitness accounts.

In this case, you would use plenty of quotations, what people saw, what they heard, what they did, what happened next.

## KEY TIPS..

**Know your audience** - who are you writing for? Regardless of the platform you are writing for - always remember - be brief and to the point. Never forget the 5Ws - **Who? What? When? Where? Why?**

1. Tell the reader how you know what you know - source every new piece of information.
2. Be clear and accurate - make sure your story makes sense.
3. Reread for accuracy and fairness before you finish.
4. Check all the numbers, dates and details.
5. Check your spelling and punctuation - ensure names are spelled correctly and consistently throughout the story.
6. Check for balance. Is the story balanced and fair? Does it tell both sides of the story?

# TUTORIAL

## Writing styles

There are countless different ways of writing the same story. Writing style is very individual but sometimes it is dictated by the audience you are writing for.

If you are writing an article for your school newspaper then your audience is other students in your school, so you might write it in a certain way to suit them.

The same applies to journalists working for specific news organisations. They too have to be mindful of the audience they are writing for.

Someone working for the Irish Mirror newspaper will write something in a certain style - always short and sharp to suit a younger audience. Whereas, someone working for the Irish Examiner will write the same story differently, to suit a slightly older audience.

But regardless of style, the stories share the same aim - to inform the reader - to tell the reader what happened, when, where, and why.

Your job is to write the full story - be accurate, fair, balanced and of course, entertaining.

### SAMPLE 1

Kim Kardashian West has left Paris on a private jet after she was robbed at gunpoint of €10m worth of jewellery.

A police official in Paris said five assailants, who are still at large, stole a jewellery box containing valuables worth €6m as well as a ring worth €4m.

Three days ago, Kim posted a close-up photograph of a huge diamond ring on her left hand captioned with three diamond emojis.

# KIM KARDASHIAN HELD AT GUNPOINT

### SAMPLE 2

Paris mayor Anne Hidalgo condemned the attack against the reality television star Kim Kardashian early on Monday morning, amid concerns that the armed robbery will worsen the crisis in the French tourism industry.

Ms Hidalgo expressed "support" for Ms Kardashian (35) after she was attacked by five armed men disguised as police officers. "She will always be welcome in Paris. I have full confidence in the police force's ability to rapidly identify and apprehend the perpetrators," Ms Hidalgo said. "It is possible to visit the French capital in good security conditions."

### SAMPLE 4

Kim Kardashian was held at gunpoint in Paris by five armed robbers who fled with millions of pounds worth of jewellery.

Mum-of-two Kim, 35, was tied up, threatened with a gun and locked in her bathroom, while the criminals ransacked her private apartment in the French capital in the early hours of Monday morning.

### SAMPLE 3

Kim Kardashian has arrived back in the US on a private jet after masked men put a gun to her temple, left her tied up in the bathroom of her luxury residence in Paris and stole millions of dollars' worth of jewellery in the early hours of Monday.

There was a huge security presence outside Kardashian and husband Kanye West's Manhattan home this afternoon - after her security team was blasted for allowing the robbers to reach her Paris bedroom.



Kim Kardashian with her husband Kanye West.



French police officers and a TV crew stand outside the residence of Kim Kardashian West in Paris on Monday, October 3, 2016. Kim Kardashian West was unharmed after being robbed at gunpoint of more than €10 million worth of jewellery inside a private Paris residence Sunday night, police officials said. Picture: AP Photo/Michel Euler



## HOW TO CONDUCT AN INTERVIEW

An interview is one of the best sources of news. Talking to someone, asking questions, asking the **right** questions is a great way of eliciting information. Some of the best, most informative and interesting stories have come from interviews.

### 1) The more you do your homework in advance, the easier it will be.

Find out as much as possible about the person you are interviewing in advance - your background knowledge will tell you your subject you are really interested in their story.

### 2) Be ready

Try to anticipate what kind of story you will end up with. You should know what to expect from the interview, but keep an open mind in case there's a different story - a better angle - or a second story.

### 3) Key questions

- Write down your questions in advance.
- Have an idea of what information you want to get - that should help you frame your questions.
- Make sure you cover all the key areas you want to talk about.
- Be realistic - there's no point asking 50 questions, if you only have time, or room in your article, for 10.
- Work out the timing - how long your questions will take to ask, how long the interviewee will allow you.
- Don't be afraid to ask about the time in advance - nothing worse than turning up only to discover that the person you are interviewing has only 10 minutes to talk.
- Be interesting - if you ask boring questions, you'll get boring answers.

### 4) Be right

Check and double check every detail. If the answer is not clear, or you don't understand it, don't be afraid to ask it again. Check the spelling of names, addresses and other unusual details - don't presume you know. It would be a pity to get personal or other details wrong because you didn't take time to check.

### 5) Note taking

Make sure you take down the details correctly. Not much good if you can't read your writing afterwards! If you plan to record (either audio or video) the interview make sure the device is working properly, you have enough storage room and battery power.

### 6) Listen

You're there to listen, not to talk. Let **them** do the talking and then make sure you gather plenty of quotes.

### 7) Wrap up

Just before you leave, make sure you've asked all your questions and covered all the topics. Then ask the "bucket question" - "Is there anything else you feel I should know / you would like to tell me"? Get a phone number, in case you need to double check any details later.

### 8) Read it

Always read what you write. Make sure the transcript of your interview makes sense, reads well, is accurate and a fair reflection of the interview.





# THE IMPORTANCE OF SOCIAL MEDIA

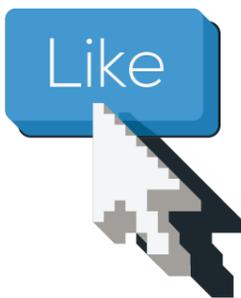
## THE TOP ACCOUNTS ON TWITTER



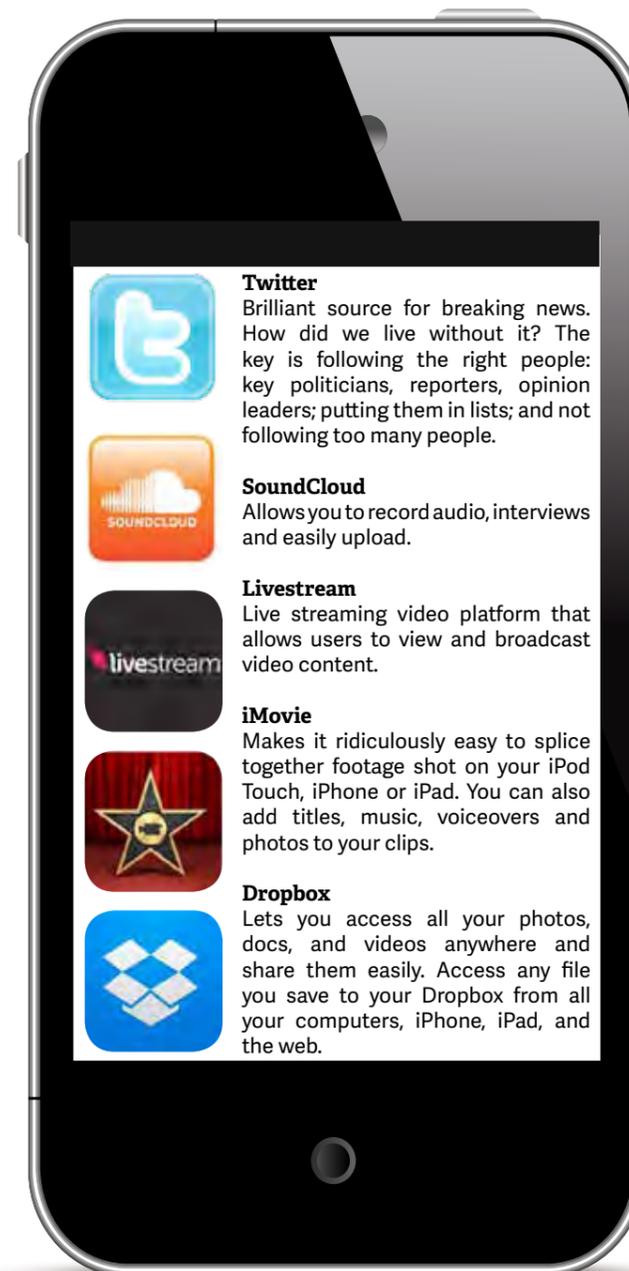
## A GROWING NUMBER OF PEOPLE GET THEIR NEWS ON TWITTER

Twitter's constantly updating record of up-to-the-minute reaction has in some instances scooped media coverage of breaking news - the killing of Osama Bin Laden, the wedding of Prince William and Kate Middleton, the death of Whitney Houston are some examples.

Twitter and Facebook also played a key role in the Arab Spring - allowing activists to use social networks to voice concerns about unjust regimes. Nearly all media outlets now have a presence on Twitter with a feed directing readers to their respective sites.



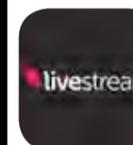
## Five key apps for journalists



**Twitter**  
Brilliant source for breaking news. How did we live without it? The key is following the right people: key politicians, reporters, opinion leaders; putting them in lists; and not following too many people.



**SoundCloud**  
Allows you to record audio, interviews and easily upload.



**Livestream**  
Live streaming video platform that allows users to view and broadcast video content.



**iMovie**  
Makes it ridiculously easy to splice together footage shot on your iPod Touch, iPhone or iPad. You can also add titles, music, voiceovers and photos to your clips.



**Dropbox**  
Lets you access all your photos, docs, and videos anywhere and share them easily. Access any file you save to your Dropbox from all your computers, iPhone, iPad, and the web.

Social media has transformed how information is gathered, read, viewed, shared and circulated.

Facebook, Twitter, YouTube and other platforms are now routinely used for both sourcing news and telling people about what's happening. But it has not always been this way.

In January 2009, a plane crash-landed in the Hudson river in New York and as it floated down the river, a person on a passenger ferry took a picture and shared it on Twitter.

The picture spread quickly across social media, and this is often cited as a moment when people realised how powerful it could be for news.

In that short period of time, social media, mobiles and tablets have revolutionised what news organisations do, how we do it and what people expect and demand

from the media industry. Social media allows us to tell a story better - for example by enhancing text with audio and video, crunching and visualising vast amounts of data or providing instant access to a global audience.

It also gives news organisations greater access to our readers and advertisers. Thanks to analytics, we can now measure who is reading us, what they are reading, how they access the information, what stories they like, how long they read a story, where in the world they are and what habits they have.

Technology has also changed the way journalists work. For many, the smartphone and tablet have replaced the notebook and pen.

Armed with a phone and a few key apps, journalists now have a powerful range of tools at their finger tips.

They have a camera, video camera, microphone, typewriter, and a content management and publishing system - all in their back pocket.

However, in a world of 24-hour news, social media and the proliferation of smart phones, there's an unrelenting race to be first. So the veracity of what you write and what is published is more important than ever.

Just remember - you don't always have to be first - but you always have to be right. Check and double check the details. Check, check and check again that the source of your information is reliable and sound.

The Boston bombing was the first major breaking news event covered on social media. Millions across the globe tuned in as the events unfolded - the initial explosions, the release of suspects' pictures, the shoot-

out, the manhunt, the suspect cornered in a boat, the arrest and subsequent fall-out.

But in the race to get the information out first, some of the world's largest media organisations got it badly wrong - losing the run of themselves, on Twitter particularly, and spreading misinformation.

The New York Post ran with a series of incorrect and dangerously misleading front pages headlines claiming 12 people died: a Saudi suspect had been arrested in hospital; publishing the wrong picture of two men they identified as 'bag men' on the front page.

The news agency Associated Press falsely reported one

suspect had been arrested; and Reuters was forced to sack their social media editor because of the misinformation he was spreading on Twitter.

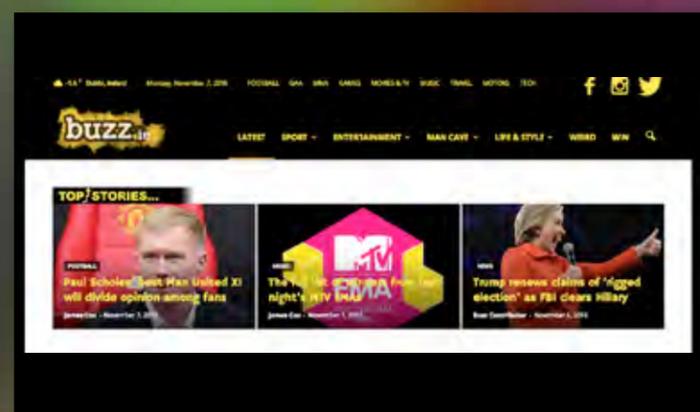
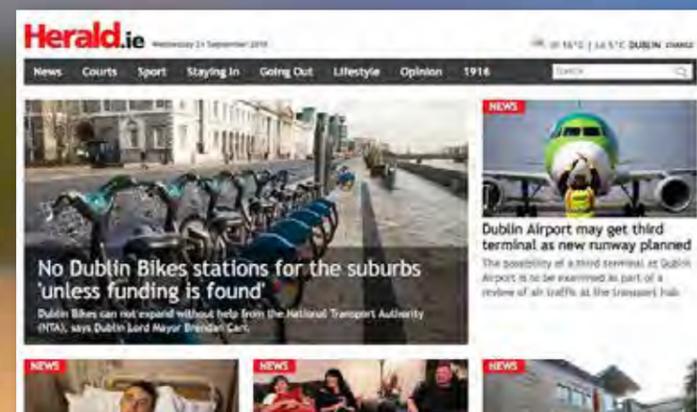
It was a poor chapter for modern journalism, but serves as a very good reminder of the need to go back to basics:

Get your facts right. Then double check them. Be certain the source of your information is correct. Then get a second source.

The quality of what you write is linked to the quality of the information. The quality of the information depends on its source.

Be fair - always tell both sides of the story. Always read what you write.

# THE IMPORTANCE OF DIGITAL MEDIA



If you are reading this, it is likely you are interested in pursuing a career in journalism.

No doubt you will have heard or read of some of the problems being experienced by media companies as they battle to come to terms with the rise of digital and the changing reading and consumption habits of news consumers like you.

No doubt, and in light of much of the coverage around the future of journalism, many of you have been told 'you are mad' to even be considering it as a career.

So what we will do today is simply ask, where has the digital age really left journalism?

Many argue that the new open and socialised digital landscape heralds a golden age of journalism in which all the information you could ever dream about is just waiting to be discovered.

For others, the new digital world merely means the value of journalism will now be judged primarily by the number of clicks or shares achieved, rather than its civic or human worth.

As is the case in most arguments, the truth of the matter lies somewhere in between.

Yes ... the digital age is a golden age and presents almost limitless opportunities to share stories in a more compelling, collaborative, open and engaging fashion.

But ... it is clear, too, that quality journalism is under threat at many established media companies as they face mounting losses or, at best, moderate profits.

You should not be worried about that, however.

You should simply rest assured that well crafted multi media journalism will be at the core of any attempt to navigate the journalistic challenges and opportunities which lie ahead.

Good journalism - whatever the source - cannot and will not be ignored and will always be in demand by readers.

So if a career in journalism is something you wish to pursue then your primary challenge is not so much to pick your college course as it is to read voraciously and, most importantly, identify what it is in the world that interests and excites you.

It will not be your expertise on a computer, with a video camera or on Twitter or Facebook that will make you stand apart and drive you to excellence as a journalist ... it will be your passion and excitement.

We hope to see you there.

## TUTORIAL

### What is a feature?

The main differences between a feature and a news story are style and length.

Whereas news is straight-up factual and strictly structured, features are longer, more analytical and softer focussed.

Features can vary widely, from fashion to diet fads, celebrity profiles to human interest stories. They can accompany a news story, or in most cases they have their own section in newspapers and magazines.

### How to write a feature

Writing a feature affords the journalist the luxury to use more colourful, descriptive language. In addition, a feature story doesn't have to follow the conventional structure of a news story, i.e. the most important part of the story at the top of the article.

With a feature, once you catch the reader's attention from the start, you can then build to the climax, or the main point, and work around that with descriptions or important information on the topic.

It is a common style for journalists to start a feature with a very graphic, descriptive introduction to draw in the reader, building the information slowly but surely, and then round it off nicely, letting the reader feel satisfied that they know all they need about the subject by the last line.

others with a knock-em-dead punchline - a 'shock' tactic.

Others finish with a technique of referring back to the line at the start and 'tying it up nicely'. As well as offering journalists a greater range of writing styles, feature pages also offer real scope to page designers.

Some of the best looking pages in newspapers and magazines are often the features pages because the design rule book is thrown away.

The pages are meant to be colourful, striking and controversial, firstly to hook the reader, and secondly to differentiate the features section from other parts of the paper.

The hook for a feature is often a news story - the story behind the story as it were.

Some writers end lighter stories with a funny line at the end,



### Content

Very relevant given our fascination with mobile phones



### Headline

Short, catchy headlines help grab the attention



### Design

Colourful graphics and panels are very effective



## BEFORE YOU BEGIN

Many news reporters struggle with the freedom of the feature article, and vice versa with feature writers who are asked to report on a news story.

They are two very different disciplines, and few manage to straddle both sides of the journalism divide with equal success.

Think of the feature article like a short story mixed with a parable - it should be entertaining, colourful but with important information to convey.

## CHECK LIST

- 1) How much space do I have?
- 2) What exactly do I want to include/exclude?
- 3) What is my deadline?
- 4) Make notes on the structure of the article - the main points of the story you wish to get across, and in what order. And cross them off as you write them.
- 5) Always read over your article at least twice, do a spell check, and make sure all unusual words, names, website addresses, phone numbers and place names are correct.
- 6) Don't vary from the word count suggested, at least not by more, or less, than 50 words.

## Tips to writing features:

- Look at your chosen theme carefully. Consider the questions suggested and attempt to answer some of them.
- Start with the important - get all the essential details in the opening paragraphs.
- As with news, include all the essential details - the who, what, where, when and why.
- Always try to find an original angle, or hook, for your feature. Because features allow you more freedom, you have an opportunity to be more adventurous.
- Use plenty of quotes. If they are not quotes you gathered yourself, make sure you detail the source of where they are from.

**CAREERS**

Is social media having a negative impact on grades? **Mary Phelan** investigates

**D**id you know that nearly 50 per cent of students use social media every day? It's not just about the fun of it, but the way it can impact on your studies. Facebook, Twitter, and other social media sites can be a distraction, but they can also be a valuable tool for learning. We've asked students and teachers about their experiences with social media in the classroom.

**SOCIAL MEDIA - FRIEND OR FOE?**

**LOVE IN THE CLASSROOM**

81% of students use social media in the classroom

**STUDENT ONLINE PRESENCE**

81% 87% 64% 57% 17%

**WE ARE RECRUITING**

**RABBIT CASE II**

Qualified Agricultural Mechanic Required

**LIFE/STYLE**

Editor: Esther N McCarthy @estread

**Rebuilding Columbine**

The principal of the school that has forgiven those behind the attack tries to rebuild the community, writes **Jonathan DeBruin**

**The art of insults**

Who's doing the cooking for Brian?

**Outside the box**

**Suzanne Harrington**

Rembrandt's 'Night Watch', ousted by teen's phone watch

**Opening Lines**

**Colm O'Regan**

"Pirates were in a ship in the middle. If you think you're a pirate, you're a pirate."

**"An Oscar nomination would have been nice, but it's not why I write films"**

Following the death of his dear friend and *Adam and Paul* co-star, writer and actor Mark O'Halloran was unable to work. Now, he tells **MAGGIE ARMSTRONG** how writing *First You* - a film about a drug-given in Havana that was shortlisted for an Oscar nomination - helped him through his debilitating grief

**L**ast year, Mark O'Halloran was unable to work. He had been diagnosed with a brain tumour and was struggling to write. He had been diagnosed with a brain tumour and was struggling to write. He had been diagnosed with a brain tumour and was struggling to write.

**Fear and freedom: a month ago I was violently assaulted by a man I had never seen before. I refuse to be afraid**

Following a violent attack on a young Irish woman, she tells us how she refused to let fear take over her life

**S**arah, 28, was walking home from work one evening when she was approached by a man who asked her for a cigarette. She refused, and he became aggressive. She was hit and taken to hospital with multiple injuries. She has since become a vocal advocate for women's safety.

**Weekend Review**

**'BERTIE'S CHILDREN': IRELAND'S 18-YEAR-OLDS**

They were born in 2007 when Bertie Ahern became Ireland's 10th Taoiseach. How have they fared since then? **By Susan Mitchell**

**Local will take matters into their own hands**

Local residents are taking matters into their own hands to improve their community.

**THE HILLS ARE ALIVE WITH THE SOUND OF LAWYERS**

After a 6,000 in damages was granted, an inquest will hear what happened

**R**evolution 1916: The story of the 1916 Easter Rising in Dublin, Ireland, is being re-examined through a new exhibition at the National Museum of Ireland.

**Drumm's pursuit of the American dream turned into a nightmare**

What two Irish men did to become millionaires in America

**L**iam Drumm, 42, and his partner, Sarah, 38, moved to America in 2008. They started a business and became successful. However, their lives became a nightmare when they were involved in a legal dispute.

**Inside the HSE**

Sunday Business Post Health Editor Susan Mitchell has gone inside the HSE, getting exclusive access to Ireland's public health service

**D**uring the day, the HSE is a busy place. It's a place where people are working to improve the health of the nation. It's a place where people are working to improve the health of the nation.

**Find your bliss in beautiful Bali**

THE LATEST ESCAPE: Lake Garda, Lanzarote await this weekend

**CHRISTY MOORE**

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**FIGHTS IN IRISH**

HIT THE JACKPOT CONOR'S FANS TAKE OVER LAS VEGAS FOR FIGHT

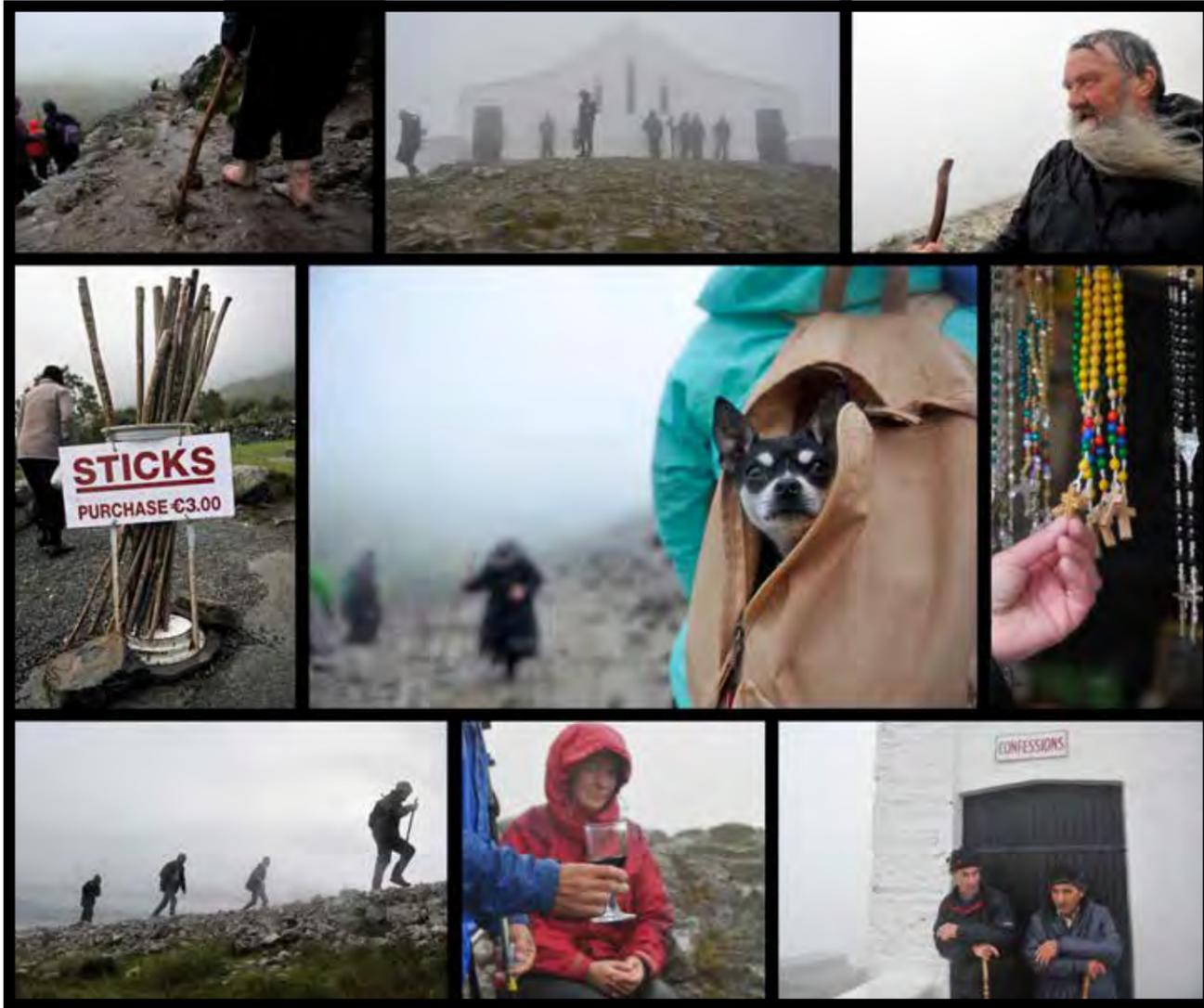
**Our man joins Green Army for epic night in Las Vegas to watch McGregor's UFC showdown**

**Garda stations close and fear takes over**

As criminals run amok in rural areas, the elderly are living in terror and people are increasingly arming themselves. But what they are really crying out for is the return of local gardai

**'There is no deterrent here, no garda station'**

**Local will take matters into their own hands**



**WEATHERING THE STORM:** Several hundred determined people made the Christian pilgrimage of climbing Croagh Patrick in Mayo despite it being cancelled due to treacherous weather and poor visibility in July. Picture: Clodagh Kilcoyne

## STRIKE A POSE

An unfolding event, a portrait of modern Ireland, human emotion, a stunning landscape, a study of wildlife, children jumping on a trampoline, someone catching a fish — it really is a personal opinion as to what makes a good photograph. More often than not it is simply a case of being in the right place at the right time — with a camera in hand, of course. Nowadays using a camera is much more simplified. With the automated features in pocket cameras and on phones, it really is a case of point and shoot.

Photographs communicate information in a powerful way and the key to analysing or reading the information a photograph communicates is simple. We use specific questions to decode, evaluate, and respond to photographic images. When looking at a photograph we need to consider not only the content of the photograph but the intent of the photographer. It is important to think consciously and critically and to pay attention to all aspects of the image.



**FROZEN DAWN:** Early morning frost and snow covered fields at Inchigaggin Lane, Cork city. Picture: Daragh McSweeney



**LIGHT HEADED:** Festival goes on the opening night of the Metropolis Festival at the RDS in Dublin. Picture: Niall Carson



**WHEN GERRY MET CHARLIE:** The Prince of Wales shakes hands with Sinn Féin President Gerry Adams at the National University of Ireland in Galway during a 4 day visit to the island of Ireland. Picture: Brian Lawless



**BIRDS EYE VIEW:** Supporters watch on during the game. Picture: Ramsey Cardy

# TUTORIAL

## Tips to taking a better picture

1. Move in closer - fill the frame for a better shot.
2. Be quick, and always be ready to take your shot as things change in front of you.
3. Photograph the same subject from different angles and distances to get the best effect.
4. Where is the light coming from? See how it affects your picture and think about how you can make the most of the light you have.
5. Emphasise your main subject and avoid any unnecessary distractions.
6. You have a maximum file size of 3MB for entries - you might also consider having a minimum size of 1 MB to make sure your photo is big enough.



THE JOCKEY: Jockey Adrian Heskin covered in mud after competing in The Cardinal Capital Handicap Hurdle at the Leopardstown Christmas Festival. Picture: Cathal Noonan



2015 RAS: A general view of the peloton during Stage 5 of the 2015 An Post Ras between Newport and Ballina. Picture: Paul Mohan



MR. TOONS: Danish performer Mr. Toons with a gigantic colourful party balloon in Dublin's Stephen's Green to announce City Spectacular's 10th Birthday. Picture: Sasko Lazarov



ARTIST PAINTS ARTISTS: Artist Mick O'Dea joined by some of the people he will paint for an evolving festival portrait including Garry Hynes, Aisling O'Sullivan, Derbhle Crotty and Eugene Downes. Picture: Dara Mac Dónaill



THE RISING: Tour guides from the 1916 freedom tour passing Government buildings. 2016 marks the centenary of The Easter Rising. Picture: Mark Condren



INNOCENCE + EXPERIENCE: Bono has Edge in the palm of his hand as U2 triumphantly return home to the 3Arena in Dublin for the first night of their sold-out tour. Picture: Steve Humphreys

## Comment is free, but never easy

Facts are sacred, comment is free. So said the fabled editor of the Manchester Guardian, CP Scott, around the start of the last century.

This dictum has been handed down through generations of newspapers, usually interpreted as a shot across the bows of those who would comment rather than report.

In the near century since Scott's heyday, comment has been elevated within the pages of newspapers, but today, in the internet age, his dictum has more relevance than ever. The web is choc-a-bloc with comment, much of it little more than top of the head opinion, the kind of stuff that would have Scott spinning in his grave.

For those of us who do write opinion

pieces in newspapers, there is a lot more required than just the capacity to have an opinion.

The first tool of the opinion writer should be the ability to write. You may have a subject that is difficult to sustain.

On these days, the reader might derive enjoyment from reading something that is well written.

Our old friends the facts are sacred in comment. For opinion to hold any water it must be based on fact. For example, if you are arguing that the Government is doing a terrible job, then facts require that you back up such a contention.

Opinion poll results, policies that have had a devastating impact on some people, the performance of leading politicians, all of

these must be analysed in furthering such an argument, and facts must be sprinkled throughout the offering. Never, ever rely on the web for your facts, for if you do, you will fail, if not today, then certainly in the near future.

Experience is a good ally for the opinion writer. In order to garner opinions you must have some knowledge of the way things work, such as politics, the courts, areas like planning or education. If you have a reasonably good knowledge then you are aware when something is not right, and your passion is ready to be fired up.

Comment may indeed be free, but when it's done properly, it certainly isn't easy.

## There is a difference between fact and opinion

News is fact - opinion is your point of view.

If teachers vote to go on strike, news is the account of what they did. Opinion is your view on their decision - good or bad.

The views expressed are your own. They may not be shared by everyone, but they are how you feel about the teachers going on strike, whether you think they are right or wrong, the effects the strike may have on you and other students.

But the key is to say something only if you have something to say. There is no point sitting on the fence. Be provocative, stir a few emotions, ruffle a few feathers. There is nothing better than a good rant, once you can back up your argument.

Never try to be controversial for the sake of it.

## Over to you...

- Newspapers are as much about views as news. Can you distinguish between the two? Select some examples.
- Choose an opinion piece from one of the papers supplied. What interests you? Write your own version.
- Look at the letters page in one of the papers supplied. Choose one that you agree/disagree with? Outline why.
- Compare and contrast how broadsheet and tabloid papers handle comment. Which do you prefer? Why?
- Write a letter to the editor in not more than 400 words.



## CITATION

By Prof John Horgan, Chairman of the Judging Panel

You can't learn much about journalism from textbooks, but once in a while they're useful. And any textbook I've ever read about writing feature articles or opinion articles generally contains two sound pieces of advice.

The first is: grab the reader's attention. We're all time poor these days, and if you don't do that straight off, the rest of your article is basically for wrapping the fish and chips. Or, as one experienced journalist put it to me succinctly: who reads the second paragraph? The answer is: only someone who has found the first paragraph interesting.

The second piece of good advice is less obvious but just as important and it is this: The second most important paragraph is the last paragraph. This is because a well-written article will end with a bang, not a whimper, and will therefore stick in the reader's memory when much else has faded.

Our overall winner scores top marks on both counts. What is more, the writer seemed to have been endowed with the gift of prophecy, because this article, written – and indeed judged – before the general election, captured a public mood even before it had been expressed in the ballot box. "Politics", it begins, "is a mess."

## The Politics Of Apathy

By Emma Flanagan

Politics is a mess. That's a well-known fact. The young people, generally, don't care and the adults wish they didn't have to. Career politics has most definitely taken over. Politicians don't have policies in their manifestos that they fundamentally believe in or that could change their country for the better, they have policies that can get them elected. Passion in politics seems dead, no one cares anymore and, frankly, I think that's a great shame.

I would never deny that I have a strong interest in politics, quite unusual for someone my age, and even I'm bored. What does that say about politics in this country, and in the Western world as a whole? When the people who have a genuine interest in politics are bored, then surely something is wrong. And, yes, I'm not naive, I'm aware politics is not a source of entertainment. It is not a

soap opera, although certain politicians might act a bit like it sometimes. But it's hardly far-fetched to say that if these politicians really did care about doing a good job and changing this country for the better, then politics would probably be a lot more interesting.

Now, I'm not saying all politicians are bad, far from it. There are most certainly politicians out there that genuinely care deeply about their jobs. However these people never seem to get elected, unfortunately. It just seems that, these days, all the influential politicians care about is poll results and popularity. Everything is entrenched in bureaucracy and corruption, which I'll admit sounds very cynical but it can be tough not to be.

A very worrying example of Irish politicians not caring happened very recently in the Dáil. Ann Phelan, Minister of State at the Departments of

Agriculture, Food and Marine, Transport, Tourism and Sport, spoke to a completely empty Dáil. There was not a single Government or Opposition TD there. Her attempt to pass an amendment to the new Prisons Bill went down worryingly smoothly as there was absolutely no one to oppose her. To me, this shows a complete and utter lack of conviction on the part of politicians. How can the general public be expected to actively engage in politics when politicians themselves don't even seem to be engaged?

This problem of apathy only worsens when it comes to young people. The youth of Ireland honestly couldn't care less about politics. There are obviously exceptions but these are few and far between. I don't want to force people who don't have an interest in politics to fake one, but I do wish more young people were at least aware of what is going on in

their own country and how this can affect them. Although it can be hard to express this sentiment without sounding a tad like you are preaching, I can't help but wonder if Ireland needs its own version of Russell Brand, perhaps. Say what you will about his beliefs; during the recent British general election, he managed to engage more young people than any politicians did. Because he talked to them like they were people, in real terms, about how what was being done in politics could affect them. It was all very honest. Maybe we should do what Scotland recently did, lower the voting age to sixteen. This seems to cause young people to take more of an interest in politics because they finally have a say.

Essentially, politics has to change, and quickly. Or risk alienating people altogether. I'm unsure how many more people politics can afford to lose.

Pictured is Emma Flanagan from Our Lady's College, Drogheda, who was the overall winner of last year's NewsBrands Ireland Press Pass Awards which took place in Dublin's Convention Centre. Photo: Chris Bellew / Fennell Photography 2016.



## Talented Emma's story has just begun



**By Seán Dunne**  
TRANSITION year student-turned-eagle-eyed journalist Emma Flanagan has scooped the top prize at this year's Press Pass Awards. A student at Our Lady's College, Drogheda, Co. Louth, captured the judge's imagination with her entry entitled 'The Politics Of Apathy'. The opening line of Ms Flanagan's winning entry, "Politics is a mess," is a sentiment that has been echoed in recent weeks across the country following the general election. Presenting the winning students with their awards, Minister for Skills, Research and Innovation Damien English said: "Press Pass is a huge level of commitment by both students and their schools to Press Pass, as well as the educational power of newspapers in the classroom. Once again, this year's entries are of an exceptional standard and what's really coming through is a sense of enjoyment and love of words," said Mr Crowley. "The winning entries demonstrate a confident grasp of language and literacy that will stand to the students, whatever they choose to do in life," he added. The winners were selected by a panel of newspaper editors and journalists chaired by Professor John Horgan, the former Press Ombudsman.



## What makes a good sports journalist?

The ingredients that make a sports reporter are similar to that of a decent stew. An unorthodox comparison, but bear with us! No one dominant component brings about that delectable flavour, more a combination of everything flung into the pot. A good sports reporter possesses every kind of spice you will find in a kitchen cabinet, and more.

You can write, sure, but can you investigate? Can you sniff out a back page lead? Can you ask the hard questions? Can you go where no one else is willing to go? Above everything else, are you willing to do all of the above?

Many exceptional writers didn't or don't

have the work ethic to cut it. Sports reporting does not entail sitting at your desk, waxing lyrically about your favourite soccer team.

Heck, most sports reporters have never seen the inside of an office. You are on the beat all day, every day and you have to know how to utilise that. If Henry Shefflin is cutting the tape on some new clubhouse in the middle of nowhere, get yourself there and ask him how long his injury will keep him out of action.

Come away with a story. Objectivity is another important rule. Credit where credit is due and likewise, criticise when criticism is called for. Last, but by no means least, a

good sports reporter is one who is prepared to start at the bottom and work their way up.

Ewan MacKenna and Vincent Hogan all started somewhere and you can be sure it wasn't on the pages of this country's most respected national newspapers. All-Ireland finals and Six Nations clashes are covered by those with years of experience. Be prepared for U10 soccer games and schools camogie finals. The path ahead is long and winding, but know that when you eventually reach the summit, the view is out of this world.

HEAD OVER HEELS: Cork players celebrate winning the Senior Camogie Final at Croke Park. Picture: Eric Luke



13 SECONDS: Conor McGregor KO's Jose Aldo in 13 seconds after 11 months of build-up. Picture: Ramsey Cardy



ON THE PULL: Patrick Hussey, Colm O'Connor and John Joe Hussey competing during the All-Ireland Currach Regatta at Doonbeg, Co Clare. Picture: John C Kelly

## TIPS TO BECOMING THE BEST

### Sport is news

Sports writers work to some of the tightest deadlines in journalism and are still expected to uphold all the same professional, legal and ethical standards, so having that solid foundation of what it means to be a reporter is fundamental. Sports reporting could take a journalist anywhere.

### Read everything

If you want to end up as a sports journalist or, to be honest, any type of journalist, listen to the radio, monitor Twitter, watch TV, read the papers with as professional an eye as you can.

Follow the best in the business. Look at what they are doing.

Absorbing the styles and techniques of the best writers will not only help to influence your writing style and structure but also help to develop that eye for a story, of what is newsworthy and how to pursue it.

# SPORT

## Over to you...

- Interview a local sporting hero. Invite them to visit your class for a questions and answers session.
- Write up a match report. Go to a game of your choice, take notes, try and get a few quotes and write up your account of what happened.
- Monitor and track a live game on the web or on Twitter. Record your account.
- Interview a well known sports reporter/columnist /editor. Talk to them about their job, how they became involved in journalism, their loves/hates etc.

## TIPS TO BECOMING THE BEST

### Get the skills

The skills and knowledge employed by journalists are exactly the same as for sports journalists. The basics are the basics no matter which area of journalism you're in: speed, accuracy, diligence, hard work.

### Get the experience

What potential employers are looking for is evidence on a CV that you have the motivation that journalism requires.

If you're offered work experience, don't just sit in the corner looking at the internet. Go to the editors and ask: What can I do?

Finding a niche or a specialism can make the difference in a competitive world because if you can show that you are as knowledgeable as anyone else in your field – be it tennis, golf, Formula 1 or football – then you have more chance of getting commissioned or getting that first job.





Irish Independent

Irish Examiner

The Irish Times

Irish Daily Star

The Herald

Sunday Independent

Sunday World

The Sunday Business Post

The Irish Mail on Sunday

Irish Farmers Journal

Irish Daily Mail

Irish Daily Mirror

Irish Sun

Irish Sunday Mirror

The Sunday Times

The Irish Sun on Sunday