

## EDITORIAL GRADUATE TRAINING SCHEME (PROVIDED BY PRESS ASSOCIATION AT HOWDEN) OVERVIEW 2011

	<i>Syllabus</i>	<i>Tutor</i>	<i>Module</i>
<b>WEEK 1 September 05, 2011</b>			
	<i>Evening welcome reception</i>	Tony Johnston/ Mike Watson	
Day 1	Introduction to course The newspaper industry – an overview, history, setting where we are in context  The role of the multimedia journalist in today's newsroom What makes news; sources of stories; the news agenda today The role of video and the skills required	Tony Johnston/ Mike Watson	Reporting
Day 2	Getting the basics right: use of words, story construction, intros, identifying key points of a story, the do's and don'ts of dropped intros, telling it simply, writing to style, keeping it accurate, keeping it balanced, writing as tightly as possible.	Tony Johnston	Reporting
Day 3	What the training and job meant to me, what I wish I had known before I started the job	Heidi Blake	Reporting
PM	Content that sells, the art of editing, grammar, punctuation, use of language – clichés, jargon, unnecessary adjectives, meaningless modifiers building pictures in the readers' minds; common mistakes; further exercises in tight writing and editing. The implications of SEO.	Nick Jenkins	
Day 4	Thinking headlines – for reporters and production journalists. What makes a	Nick Jenkins	Subbing

good headline, and a bad one; headline styles – the label, the narrative, the quote, the one-word, the pun; relationship between main decks, strap lines and sub decks; attribution; headlines on the web; the reporter and production journalist working together  
 Pictures on a page: captions; visual journalism

Day 5 Writing and editing – a complete page written and edited accurately. Nick Jenkins Subbing

**WEEK 2 September 12, 2011**

Day 6 Using social media as a reporting tool Andy Drinkwater Online

Day 7 Website production using Wordpress as a production tool and the implications of SEO Andy Drinkwater Online

Day 8 Telling stories online the Telegraph way - an introduction to the reporter's role as a curator of information, examples of best practice, what we expect from online headlines and the role of SEO in determining how we write Ed Roussel visit Online

Day 9 Working with data: Finding, interrogating visualising and mashing data to produce great exclusive stories Paul Bradshaw Online

Day 10 Working with data part 2 Paul Bradshaw Online

**WEEK 3 September 19, 2011**

Day 11	Getting it right first time: rewriting accurately, using quotes to animate and tell a story, editing pitfalls, practical exercises in good writing and editing, of well-edited stories and poorly edited text. The importance of attribution	Paul Jones	Reporting
Day 12	Writing the Telegraph way; Telegraph writers and platforms	Paul Jones	Reporting
Day 13	Basic media law - covering the courts, structures, personnel, civil and makes news, sources of news, how to find and keep contacts, story writing criminal courts, reporting restrictions, preliminary hearings, indictable offences, children and young people, ASBOS, sexual offences, contempt of court, protecting sources, protection for court reporters	David Banks	Law
Day 14	Law and ethics in practice: privacy and intrusion, identifying public interest requirements, the PCC Code of Practice and rights of access.	David Banks	Law
Day 15	Law cont'd: Libel - defamation outlined, slander and malicious falsehoods key defences; law and the internet, pushing back the boundaries; beware the blog and podcasts, practical exercises	David Banks Richard Preston visit Buffet	Law
<b>WEEK 4 September 26, 2011</b>			
Day 16	An introduction to video	Andrew Glover  Adam Cannon visit	Video

Day 17	An introduction to video	Andrew Glover	Video
Day 18	An introduction to video	Andrew Glover	Video
Day 19	Introduction to Adobe Photoshop, Indesign and Flash	Chris Gregory	Online
Day 20	Introduction to Adobe Photoshop, Indesign and Flash	Chris Gregory	Online

**WEEK 5 October 3, 2011 This week to be subbing PM Oct 3 - 5**

Day 21	Introduction to design and layout	Peter Sands	Subbing
Day 22	Tight subbing, proof reading and headlines Understanding story structures in print and online advanced intro writing	Peter Sands	Subbing
Day 23	Project Management, enterprise and making journalism pay	Peter Sands	Project
Day 24	Working with Data		
Day 25	Crown Court day	Garry Willey	Reporting

**WEEK 6 October 10, 2011**

Day 26	Freedom of Information Act and using it to extract data	Paul Francis	Online
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Day 27 Advanced interviewing skills - understanding body language  
 Tony Johnston Reporting  
 Face to face and telephone interviewing, death knocks  
 press conferences and putting interviewees at their ease

Day 28 Advanced interviewing skills cont Tony Johnston Reporting

Day 29 Talking pictures: the need to think visually, firing squads v animation, clarity and clutter, why readers see pictures first, the good, the bad and the ugly; selection, cropping, practical exercises, picture formats online  
 Martin Stephens

Day 30 Visit to Liverpool Echo Tony Johnston Reporting

**WEEK 7 October 17, 2011**

Day 31-3: Multi-media project week. Delegates will bring together the skills they have acquired in the five weeks of training through a series of structured, practical projects aimed at exploring story telling in different mediums. Delegates will work in teams.  
 Peter Sands Project

Day 34 Telegraph presentations Mike Watson Project

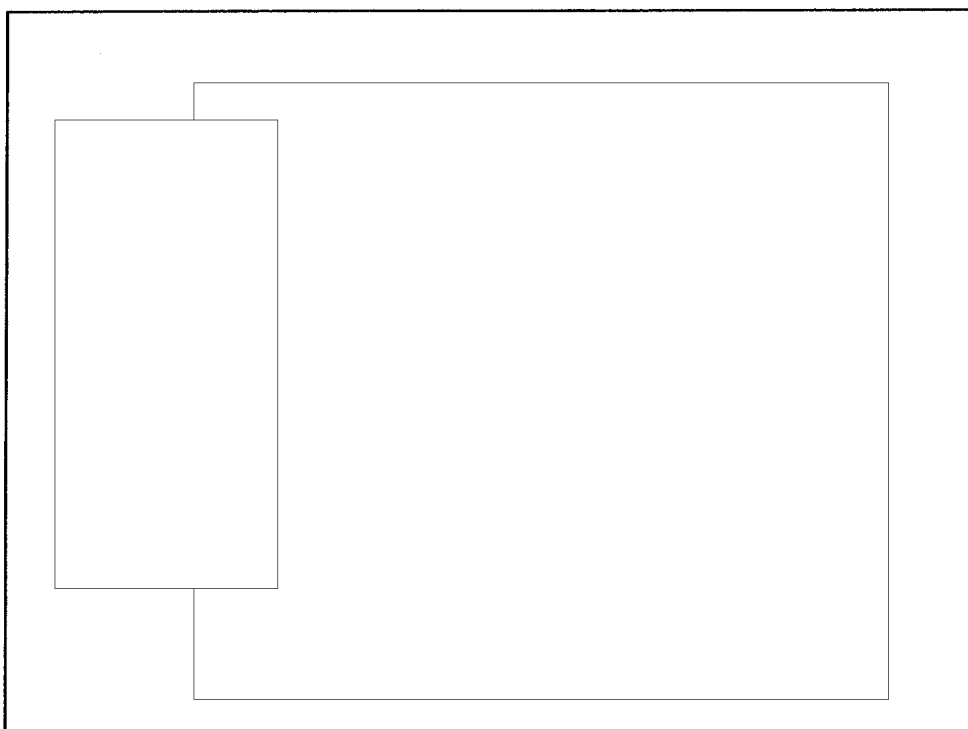
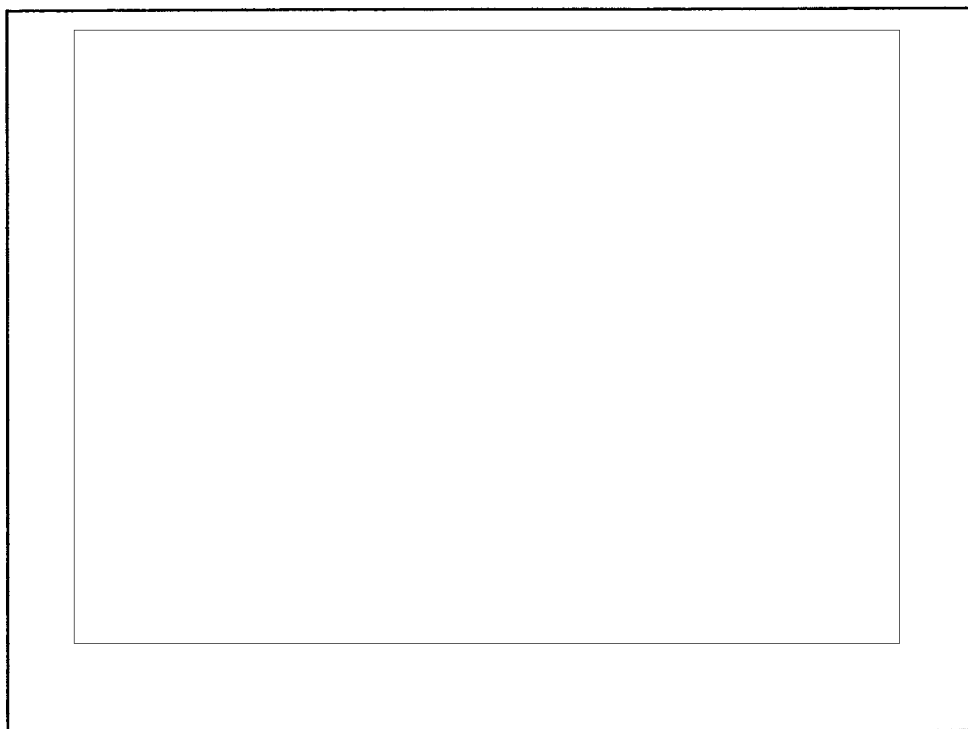
Day 35 Pulling it all Together. Q & A; reprise key elements of course.  
 Mike Watson/ Tony Johnston Project

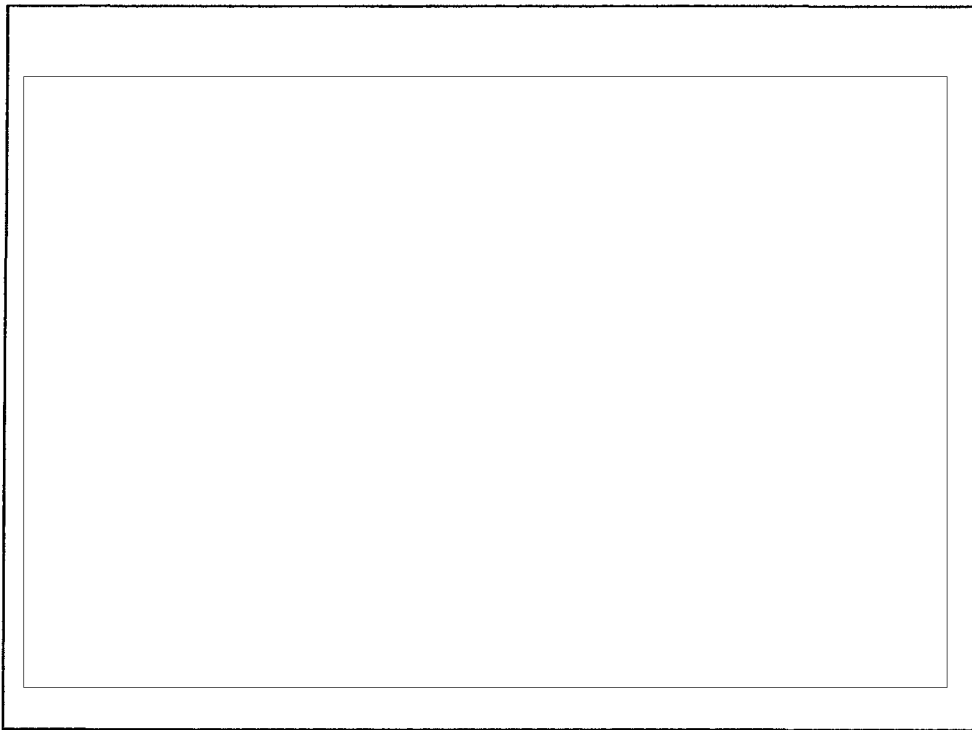
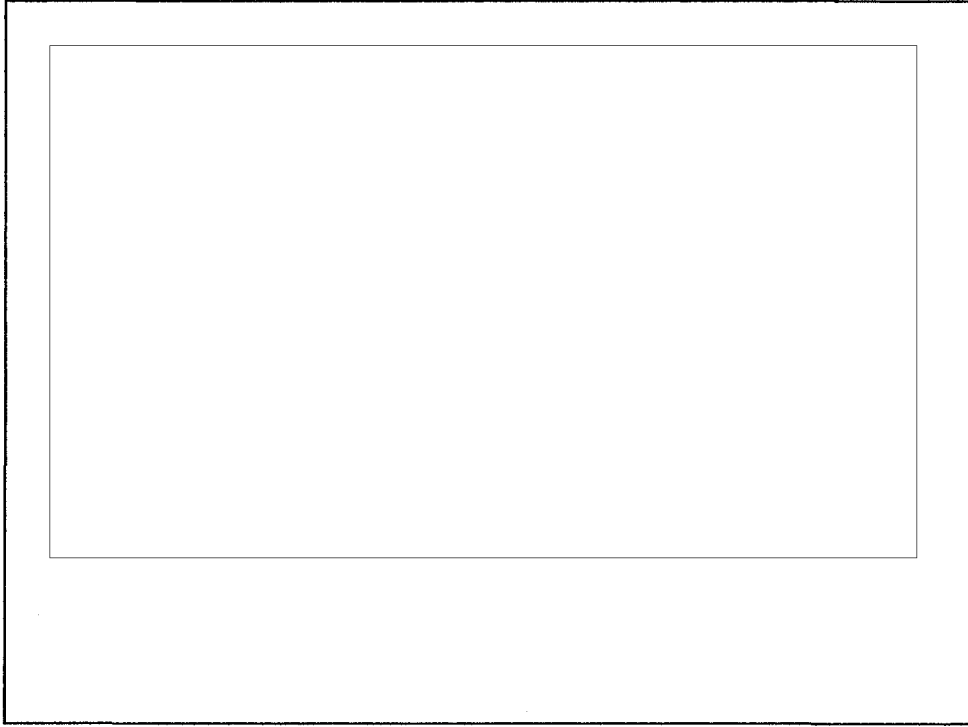
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## Privacy & Confidentiality

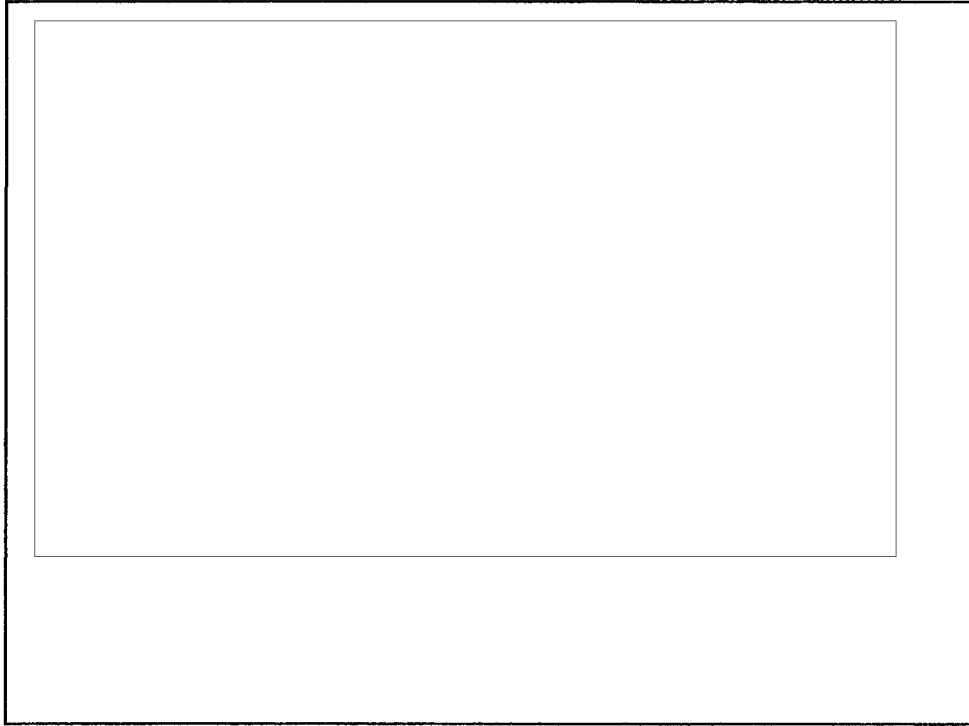
### Privacy Law

- There is no Privacy Act in UK law
- Our European partners have lots of them
- But we have a right to privacy under ECHR and HRA
- So, how do you enforce a right with no law to back it?
- You go to the UK courts
- Like....









## Confidentiality

- Who owes a duty of confidence?
- Do you owe a duty of confidence?
- What sort of thing is confidential?
- Public interest
- Injunctions
- Penalties



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## Daily Telegraph Diploma

Media Regulation

In this session . . .

An understanding of the operation of the codes applied by the PCC and Ofcom

## A warning

© 1996



"The press – the popular press  
– is drinking in the Last  
Chance Saloon."

- David Mellor, National  
Heritage Secretary, on the  
publication of the Calcutt  
Report into press intrusion  
and privacy

## The response...

© 1996



The Press Complaints Commission

## What it does

"The Press Complaints Commission is an independent body which deals with complaints from members of the public about the editorial content of newspapers and magazines. Our service to the public is free, quick and easy. We aim to deal with most complaints in just 35 working days - and there is absolutely no cost to the people complaining."

## The clauses of the PCC Code

Accuracy  
Opportunity to reply  
Privacy \*  
Harrassment \*  
Intrusion into grief or shock  
Children \*  
Children in sex cases \*  
Hospitals \*  
Reporting of crime \*  
Clandestine devices and subterfuge \*  
Victims of sexual assault  
Discrimination  
Financial journalism  
Confidential sources  
Witness payments in criminal trial  
Payments to criminals \*

## 1. Accuracy

1.1.1

- i) The Press must take care not to publish inaccurate, misleading or distorted information, including pictures.
- ii) A significant inaccuracy, misleading statement or distortion once recognised must be corrected, promptly and with due prominence, and – where appropriate – an apology published. In cases involving the Commission, prominence should be agreed with the PCC in advance.
- iii) The Press, whilst free to be partisan, must distinguish clearly between comment, conjecture and fact.
- iv) A publication must report fairly and accurately the outcome of an action for defamation to which it has been a party, unless an agreed settlement states otherwise, or an agreed statement is published.

## 2. Opportunity to reply

2.1.1

A fair opportunity for reply to inaccuracies must be given when reasonably called for.

### 3. Privacy\*

10/1/17

- i) Everyone is entitled to respect for his or her private and family life, home, health and correspondence, including digital communications.
- ii) Editors will be expected to justify intrusions into any individual's private life without consent. Account will be taken of the complainant's own public disclosures of information.
- iii) It is unacceptable to photograph individuals in private places without their consent.

*Note - Private places are public or private property where there is a reasonable expectation of privacy.*

### 4. Harassment\*

10/1/17

- i) Journalists must not engage in intimidation, harassment or persistent pursuit.
- ii) They must not persist in questioning, telephoning, pursuing or photographing individuals once asked to desist; nor remain on their property when asked to leave and must not follow them. If requested, they must identify themselves and whom they represent.
- iii) Editors must ensure these principles are observed by those working for them and take care not to use non-compliant material from other sources.

## 5. Intrusion into grief or shock

Guidance

- i) In cases involving personal grief or shock, enquiries and approaches must be made with sympathy and discretion and publication handled sensitively. This should not restrict the right to report legal proceedings, such as inquests.
- \*ii) When reporting suicide, care should be taken to avoid excessive detail about the method used.

## 6. Children\*

Guidance

- i) Young people should be free to complete their time at school without unnecessary intrusion.
- ii) A child under 16 must not be interviewed or photographed on issues involving their own or another child's welfare unless a custodial parent or similarly responsible adult consents.
- iii) Pupils must not be approached or photographed at school without the permission of the school authorities.
- iv) Minors must not be paid for material involving children's welfare, nor parents or guardians for material about their children or wards, unless it is clearly in the child's interest.
- v) Editors must not use the fame, notoriety or position of a parent or guardian as sole justification for publishing details of a child's private life.



## 7. Children in sex cases\*

62-11-11

1. The press must not, even if legally free to do so, identify children under 16 who are victims or witnesses in cases involving sex offences.
2. In any press report of a case involving a sexual offence against a child
  - i) The child must not be identified.
  - ii) The adult may be identified.
  - iii) The word "incest" must not be used where a child victim might be identified.
  - iv) Care must be taken that nothing in the report implies the relationship between the accused and the child.

## 8. Hospitals\*

62-11-11

- i) Journalists must identify themselves and obtain permission from a responsible executive before entering non-public areas of hospitals or similar institutions to pursue enquiries.
- ii) The restrictions on intruding into privacy are particularly relevant to enquiries about individuals in hospitals or similar institutions.

## 9. Reporting of crime\*

40120-1

- (i) Relatives or friends of persons convicted or accused of crime should not generally be identified without their consent, unless they are genuinely relevant to the story.
- (ii) Particular regard should be paid to the potentially vulnerable position of children who witness, or are victims of, crime. This should not restrict the right to report legal proceedings.

## 10. Clandestine devices\*

40120-1

- i) The press must not seek to obtain or publish material acquired by using hidden cameras or clandestine listening devices; or by intercepting private or mobile telephone calls, messages or emails; or by the unauthorised removal of documents or photographs; or by accessing digitally-held private information without consent.
- ii) Engaging in misrepresentation or subterfuge, including by agents or intermediaries, can generally be justified only in the public interest and then only when the material cannot be obtained by other means.

## 11. Victims of sexual assault

*Section 11*

*The press must not identify victims of sexual assault or publish material likely to contribute to such identification unless there is adequate justification and they are legally free to do so.*

## 12. Discrimination

*Section 12*

- i) The press must avoid prejudicial or pejorative reference to an individual's race, colour, religion, gender, sexual orientation or to any physical or mental illness or disability.*
- ii) Details of an individual's race, colour, religion, sexual orientation, physical or mental illness or disability must be avoided unless genuinely relevant to the story.*

## 13. Financial journalism

Outline

- i) Even where the law does not prohibit it, journalists must not use for their own profit financial information they receive in advance of its general publication, nor should they pass such information to others.
- ii) They must not write about shares or securities in whose performance they know that they or their close families have a significant financial interest without disclosing the interest to the editor or financial editor.
- iii) They must not buy or sell, either directly or through nominees or agents, shares or securities about which they have written recently or about which they intend to write in the near future.

## 14. Confidential sources

Outline

Journalists have a moral obligation to protect confidential sources of information.

## 15 Witness payments in criminal trials

i) No payment or offer of payment to a witness - or any person who may reasonably be expected to be called as a witness - should be made in any case once proceedings are active as defined by the Contempt of Court Act 1981.

This prohibition lasts until the suspect has been freed unconditionally by police without charge or bail or the proceedings are otherwise discontinued; or has entered a guilty plea to the court; or, in the event of a not guilty plea, the court has announced its verdict.

\*ii) Where proceedings are not yet active but are likely and foreseeable, editors must not make or offer payment to any person who may reasonably be expected to be called as a witness, unless the information concerned ought demonstrably to be published in the public interest and there is an over-riding need to make or promise payment for this to be done; and all reasonable steps have been taken to ensure no financial dealings influence the evidence those witnesses give. In no circumstances should such payment be conditional on the outcome of a trial.

\*iii) Any payment or offer of payment made to a person later cited to give evidence in proceedings must be disclosed to the prosecution and defence. The witness must be advised of this requirement.

## 16. Payment to criminals\*

i) Payment or offers of payment for stories, pictures or information, which seek to exploit a particular crime or to glorify or glamorise crime in general, must not be made directly or via agents to convicted or confessed criminals or to their associates – who may include family, friends and colleagues.

ii) Editors invoking the public interest to justify payment or offers would need to demonstrate that there was good reason to believe the public interest would be served. If, despite payment, no public interest emerged, then the material should not be published.

## The public interest

*There may be exceptions to the clauses marked \* where they can be demonstrated to be in the public interest.*

1. The public interest includes, but is not confined to
  - i) Detecting or exposing crime or serious impropriety.
  - ii) Protecting public health and safety.
  - iii) Preventing the public from being misled by an action or statement of an individual or organisation.
2. There is a public interest in freedom of expression itself.
3. Whenever the public interest is invoked, the PCC will require editors to demonstrate fully how the public interest was served.
4. The PCC will consider the extent to which material is already in the public domain, or will become so.
5. In cases involving children under 16, editors must demonstrate an exceptional public interest to over-ride the normally paramount interest of the child.

## Maintaining a free press

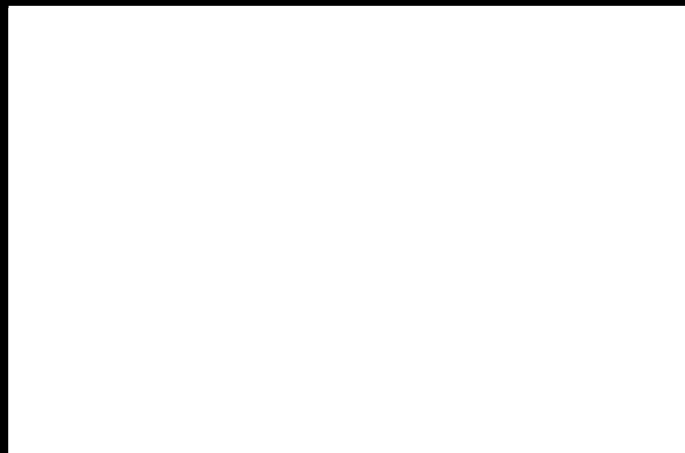
*"A privacy law... would be unworkable and an unacceptable infringement on press freedom. It would be of potential use only to the rich and powerful who would be prepared to use the Courts to enforce their rights - and would be misused by the corrupt to stop newspapers from reporting in the public interest." – PCC website*

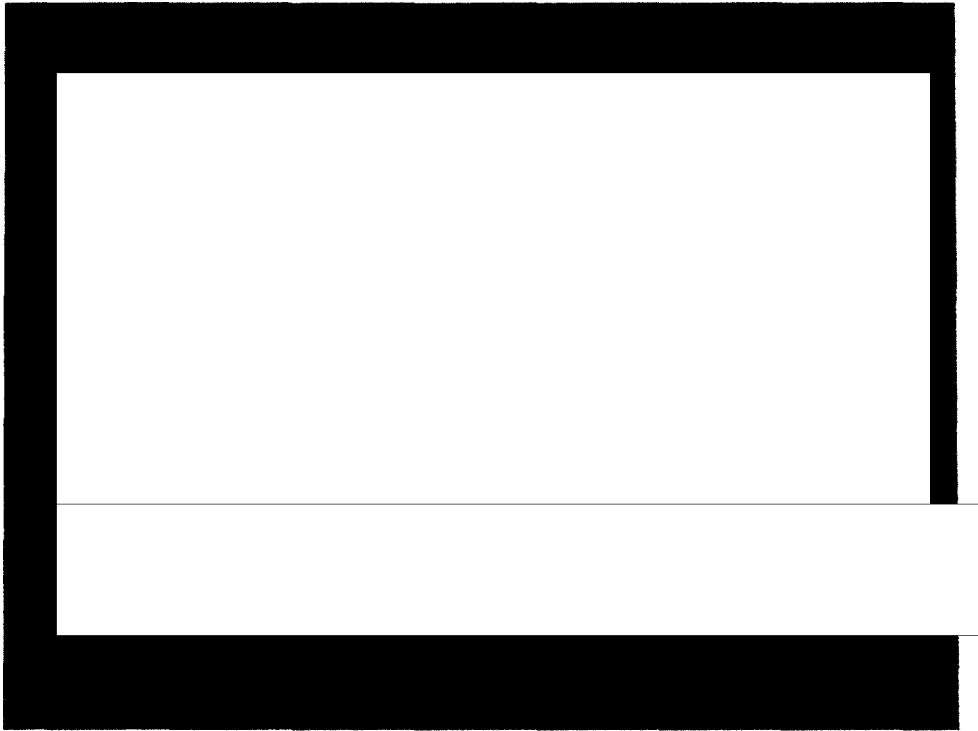
## PCC and Madeleine McCann



"I did think it was surprising that the editor of the paper that had so flagrantly libelled us could be a representative of the PCC,"

## What happened to him?







## Whose last chance?

© 2007



"The tabloids are like animals, with their own behavioural patterns. There's no point in complaining about them, any more than complaining that lions might eat you."

## Daily Telegraph Diploma 2011

### Scheme of Work: Law and PCC

**Guided Learning Hours: 24**

#### ***Unit Objective:***

To develop a broad understanding and applied knowledge of key elements of the law and the Press Complaints Commission Code of Conduct.

Key subject areas to be covered:

- Course intro and introduction to legal principles
- Legal concepts: Crime and introduction to Courts
- Preliminary hearings and sexual offences
- Magistrates Courts Act and Sex offences
- Crown Court
- Children and Young Persons Act 1933
- ASBOs and Family Court proceedings
- Defamation Act
- Defences for defamation
- Contempt of Court, including Section 4 and 11 challenges
- Contempt, inquests, libel risks & defences
- Privacy, the PCC code how it is interpreted and the journalist's responsibilities

#### ***Teaching methodology***

Formal lectures, background reading, workshop and scenario analysis, PCC case study and Crown Court visit.

#### ***Bibliography***

McNae's Essential Law for Journalists, 20<sup>th</sup> Edition, authors David Banks and Mark Hannah

#### ***Course Leader***

David Banks, an experienced journalist and editor who has been a law lecturer for almost 10 years. He is co-author of the current edition of McNae's Essential Law for Journalists.

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## NEWSPAPER AND MAGAZINE PUBLISHING IN THE U.K.

**Editors' Code of Practice**

This is the newspaper and periodical industry's Code of Practice. It is framed and revised by the Editors' Code Committee made up of independent editors of national, regional and local newspapers and magazines. The Press Complaints Commission, which has a majority of lay members, is charged with enforcing the Code, using it to adjudicate complaints. It was ratified by the PCC in January 2011. Clauses marked\* are covered by exceptions relating to the public interest.

**The Code**

All members of the press have a duty to maintain the highest professional standards. The Code, which includes this preamble and the public interest exceptions below, sets the benchmark for those ethical standards, protecting both the rights of the individual and the public's right to know. It is the cornerstone of the system of self-regulation to which the industry has made a binding commitment.

It is essential that an agreed code be honoured not only to the letter but in the full spirit. It should not be interpreted so narrowly as to compromise its commitment to respect the rights of the individual,

nor so broadly that it constitutes an unnecessary interference with freedom of expression or prevents publication in the public interest.

It is the responsibility of editors and publishers to apply the Code to editorial material in both printed and online versions of publications. They should take care to ensure it is observed rigorously by all editorial staff and external contributors, including non-journalists.

Editors should co-operate swiftly with the PCC in the resolution of complaints. Any publication judged to have breached the Code must print the adjudication in full and with due prominence, including headline reference to the PCC.

**1 Accuracy**

- i) The press must take care not to publish inaccurate, misleading or distorted information, including pictures.
- ii) A significant inaccuracy, misleading statement or distortion once recognised must be corrected, promptly and with due prominence, and - where appropriate - an apology published. In cases involving the Commission, prominence should be agreed with the PCC in advance.
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handled sensitively. This should not restrict the right to report legal proceedings, such as inquests.

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**PCC Guidance Notes**

Court Reporting (1994)  
Reporting of international sporting events (1998)  
Prince William and privacy (1999)  
On the reporting of cases involving paedophiles (2000)  
The Judiciary and harassment (2003)  
Refugees and Asylum Seekers (2003)  
Lottery Guidance Note (2004)  
On the reporting of people accused of crime (2004)  
Data Protection Act, Journalism and the PCC Code (2005)  
Editorial co-operation (2005)  
Financial Journalism: Best Practice Note (2005)  
On the reporting of mental health issues (2006)  
The extension of the PCC's remit to include editorial audio-visual material on websites (2007)

Copies of the above can be obtained online at [www.pcc.org.uk](http://www.pcc.org.uk)

Press Complaints Commission  
Halton House, 20/23 Holborn, London EC1N 2JD  
Telephone: 020 7831 0022 Fax: 020 7831 0025  
Textphone: 020 7831 0123 (for deaf or hard of hearing people)  
Helpline: 0845 600 2757

**The public interest**

There may be exceptions to the clauses marked \* where they can be demonstrated to be in the public interest

1. The public interest includes, but is not confined to:
  - i) Detecting or exposing crime or serious impropriety.
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  - iii) Preventing the public from being misled by an action or statement of an individual or organisation.
2. There is a public interest in freedom of expression itself
3. Whenever the public interest is invoked, the PCC will require editors to demonstrate fully that they reasonably believed that publication, or journalistic activity undertaken with a view to publication, would be in the public interest.
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