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.
Or, put another way...

To deliver facts.
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.
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
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 millennials 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!