

# SOUTH SUDAN INTERNEWS JOURNALISM MASTER CLASS CURRICULUM

*This Course was written by Riley Arthur*



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## South Sudan Journalism Master Class Program

This South Sudan Journalism Master Class Curriculum is an educational program developed by Love Frankie with a joint partnership between Internews and USAID.

The goal of this training program is to establish a uniform fundamental working knowledge of the best practices of journalism for both seasoned and early career journalists. To develop journalists as competent change agents in their community. To equip journalists with the tools to efficiently and safely report on the COVID-19 virus and other pandemics.

### The curriculum aims to:

- Provide a learning experience for journalists in South Sudan
- Develop high level competencies in journalism workflow
- Foster an atmosphere of collaboration
- Provide seasoned South Sudanese journalists an outlet to knowledge share
- Provide South Sudan contextualized examples for the instructor discussion with training participants
- Address known challenges in South Sudan of the profession and limitations due to COVID-19
- Provide an opportunity Internews journalists to network and meet each other
- Be a working guide for course instructors and journalists to easily follow
- Meet educational Internews objectives

### Class duration for meetings:

Each meeting is approximately 2 hours in length. Facilitators can allow for flexibility to extend or limit the length of certain discussions or exercises for time to adapt the curriculum to the needs and skill level of the class.

### Modules:

The learning course subjects were carefully selected based on needs assessments conducted by Love Frankie of working South Sudan Internews journalists, and input from Internews senior leadership. As the surveyed journalists ranged in experience and prior training some of the modules have a heavy focus on “soft skills,” while others are more centered around core principals.

Some flexibility can be applied for the order sequence of the modules as needed. For example, some of the more technical classes such as- radio broadcasting- might not be applicable to all, and in this instance the facilitator can choose to omit.

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# JOURNALISM ETHICS & THE JOURNALISTIC MINDSET



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## Learning Objective:

This course is a comprehensive guide to the ethics of journalism and using the journalism mindset to think more critically as a journalist. This course will provide guidance for journalists of every specialty, editors and management. By the end of the course journalists will have a solid understanding of the ethics of journalism and how to apply them to their work, recognize bias and ways to incorporate more diversity and inclusion in their work as well as in the workplace.

## Structure of the Module:

1. Using the journalism mindset to write on any topic
2. Common biases, blind spots and stereotypes
3. Breaking stereotypes and general narratives
4. On and off the record, deep background, anonymous
5. Internews ethics, rules and best practices
6. International standards for journalism
7. Best practices in diversity, equity and inclusion

## Facilitator Notes:

Journalists may not be familiar with the term journalism mindset, but may already be applying it to their work. Giving it a name helps them visualize it as a checklist to hold them more accountable. Encourage younger journalists to write down the steps and create their own checklist to keep on hand.

A broad understanding of the ethics in journalism is monumentally important to ensure journalists are not unintentionally corrupted or grossly misusing their position. Some of these rules may be new to the journalists, if this comes up in discussion the purpose is not to make the journalists free like they have done something wrong in their past work, but to get them to strive for an internationally recognized standard of excellence.

Attention to DIE comes up in several of the courses but is explored most in depth in the final section of this lesson. Some in the class who benefit from privilege might not recognize inequities, if so, provide some concrete examples or ask other members of the class to help highlight. Emphasize to the class that improving DEI is the responsibility of all, not just management.

## Term Glossary:

- Journalism Mindset: Employing the Five W's and how (who, what, when, where, how) with a focus on researching a story, then weaving it together making it is easy to comprehend.
- DEI or DE&I: acronym for diversity, equity and inclusion
- Unconscious Bias: A set of stereotypes outside of an individual's conscious awareness.
- Deep Background: Information that can not be used in an article but is provided but can be used to increase a journalist's knowledge of an issue or lead them to other sources. Deep background is commonly used by high government officials who want to disclose information to the press without attribution.
- Plagiarism: Stealing someone's intellectual property including but not limited too, their written words, copyright, or photographs and claiming it as your own.
- EBIT- Earnings before taxes.

## Key Course Takeaways:

- Practice the journalism mindset using the four w's and how.
- Ask what problem am I trying to solve? What question am I trying to answer?
- Work on eliminating bias and blind spots in order to achieve true objectivity and impartiality.
- When working on sensitive stories consider whether having a source on record, off record, anonymous or providing deep background is appropriate.
- Do not reveal your sources' identity if you have agreed not to, this could put them in danger.
- Familiarize yourself with the Internews Code of Ethics.
- International Journalism ethics standards can be distilled down to: honesty, fairness, respect and fairness. Follow these and you will be successful.
- Do the right thing. If something doesn't feel ethical it probably isn't.
- Build a diverse and more inclusive network for future stories.
- Nurture DEI in your workplace for a more fair and just environment for all.

## Journalism Mindset

In simplest terms, the Journalism Mindset employs the five Ws and how or: who, what, when, where, and how to get to the route of a story. These questions provide the foundation of a story, when used it should help an audience- even new to a subject understand it.

The journalism mindset is compatible with social behavioral change communication. While the goals may be different, they utilize similar strategies like considering your audience, speaking clearly and asking the right questions.

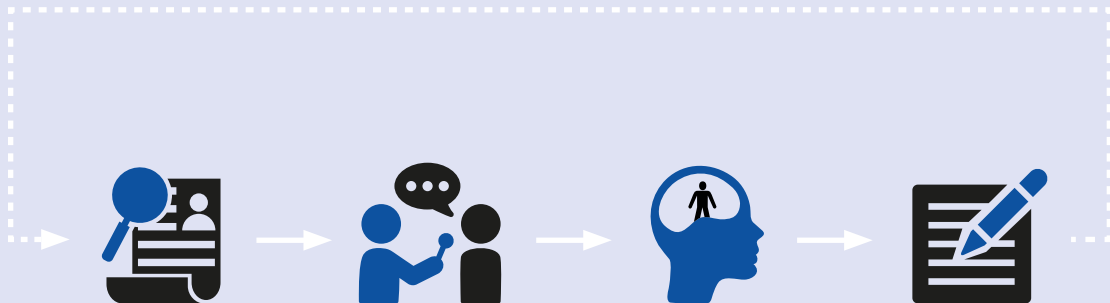
These key pillars are central to the journalism mindset. When practiced the quality and clarity in work will improve.

Another approach at the journalism mindset is to ask two questions:

What problem am I trying to solve for?

What question am I trying to answer?

### Engaging in the journalism mindset includes:



- Reading and researching enough till you're fluent enough to report on. (Ask the 5 W's and how)

- Interviewing people on a subject

- Putting yourself in the audience's shoes. Asking what question the readers, listeners or viewers may have on the subject, then providing concise, accurate answers to these questions.

- Edit writing and speaking simply. If you can't explain something so it's easy to understand, you don't yet know enough about it. If this is the case, go back and do more research.

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## Navigating common biases, blind spots and breaking stereotypes

Journalists should be objective, neutral and impartial. Articles, news radio broadcasts, and reporting should also be objective, neutral and impartial. This is a fundamental of both the journalism mindset and journalism ethics.

However, this can be challenging given colonialism, tribalism, racism, sexism, blind spots and unconscious bias. Unconscious bias is especially challenging to address, since a set stereotype is outside of an individual's conscious awareness. Recognizing these prejudices then actively working to prevent them will improve the objectivity of your work.

### Sources for Sensitive Stories

It can be challenging to find people to go on record and agree to do an interview or be quoted in sensitive stories. Some may agree to provide context only if they are in deep background, anonymous or off the record. Stories have more credibility when quoting real named voices than an article filled with anonymous sources, keep this in mind.

Deep background is when someone agrees to provide information to give the reporter more context or leads to other key sources, but deep background is restricted from being used in the article. A reporter will need to do additional research to support anything provided in deep background so that it can not be linked to the person giving deep background.

Deep background is commonly used by high government officials who want to divulge information to the press without attribution or a way to be linked to the story.

Anonymity is a bit more challenging. An anonymous source wants to provide a quote on the record but doesn't want their name revealed. Journalists should consider a person's motives for requesting anonymity as they may have to justify why it's been granted. Granting a request to remain an anonymous source should be reserved only for those who may face retribution, danger or harm for providing information.

The most famous American example of an anonymous source was during the Watergate scandal where two journalists broke a political coverup which led to the impeachment of President Richard Nixon made possible by a source under the pseudonym 'deep throat,' who being a high level official wished to remain anonymous for fear of endangerment. Decades later it was revealed that Deep Throat was a high ranking FBI agent.

Off the record is similar to deep background, a person can tell the reporter information, but they can't print it. This differs from on the record, where anything said can be quoted. To be off the record must verbally state out loud that something is "off the record," the journalist must not make notes, record the conversation or make any record of it happening. In the case of deep background or off the record information a person has to clearly state that it is 'off the record' or 'deep background,' and the journalist is ethically required to comply. If someone wishes to be anonymous they may say so, additionally a reporter can elect to make a source anonymous if revealing their identity would cause them harm.



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A recent famous example of this is during the research in the the American entertainment magnet's Harry Weinstein's sexual misconduct, Ronan Farrow the reporter breaking the story was able to get several actresses willing to talk with him off the record, but unwilling to go on record for fear of career suicide. He was able to eventually get enough people to go on the record and broke the story which resulted in Weinstein's prosecution and public shunning.

Even with these options, it can still be challenging to find credible sources, however a good reputation as a journalist can go a long way in gaining people's trust in you. This is why utilizing a journalism mindset in your reporting, limiting self censorship and refraining from bias will help build credibility in your community.

## Journalism Ethics

Journalism is one of only a few industries with an internationally recognized code of conduct. Internews has a code of ethics, it is an internal document that is available upon request to all employees. These policies mirror the best practices of many news organizations.

### **Internews Mission Statement: Information is the power that can change the world**

As professional storytellers, these rules of ethics are in place because the words you use can hold great influence over the public and if abused can be sometimes detrimental to public safety.

Here are some key policies<sup>1</sup>:

- Internews has a zero-tolerance approach to prohibited ethical misconduct toward colleagues, beneficiaries or other associates
- Sexual exploitation and abuse grounds for termination. Sexual activity with a minor is prohibited.
- Avoid conflicts of interest. A conflict of interest occurs when we find ourselves in a situation where

- our personal interests conflict with the best interests of our organization. We must avoid any relationship or activity that might impair, or even appear to impair, our ability to make objective and fair decisions when performing our jobs.
- Oppose support of terrorist activities. Including individuals, entities, or agents of individuals or entities, which advocate, plan, sponsor, or engage in terrorist activity in the past, now, or in the future, or which are so designated by any relevant governmental authority.
- Do not discriminate or harrass. Internews is an equal employment/affirmative action employer and is committed to providing a workplace that is free of discrimination of all types from abusive, offensive or harassing behavior.

If you witness any possible ethics violations refer to Internews' Disclosure, Protection and Investigation Whistleblower Policy. Internews Representatives may disclose issues covered by this policy to: The Ethics Committee via [ethics@internews.org](mailto:ethics@internews.org)

<sup>1</sup> Internews, 'Code of Conduct' 2021, p. 2-3.

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## International Standard for Journalism Ethics

The golden standard for journalism can be best summarized to four key objectives:

• Honesty • Fairness • Independence • Respect for the Rights of Others<sup>2</sup>

**Here is an expanded Code of Ethics which can be used in addition to those provided by Internews.**

These rules were sourced from a combination of several different media conglomerate's best practices, distilling the essential list here.<sup>3</sup>

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<sup>1</sup> Internews, 'Code of Conduct' 2021, p. 2-3.

<sup>2</sup> United Nations Office of Drug and Crimes, 'Code of Ethics for Journalists and Reports,' Sample 1: Australian Journalist Association Code of Ethics,' 2021, p. 1, [https://www.unodc.org/pdf/youthnet/media/ethics\\_code\\_sample.pdf](https://www.unodc.org/pdf/youthnet/media/ethics_code_sample.pdf), Accessed April 1, 2021.

<sup>3</sup> Society of Professional Journalists, 'SPJ Code of Ethics,' September 2, 2014, <https://www.spj.org/ethicscode.asp>, Accessed March 10, 2021.

## 1 Report honestly, disclosing essential facts with accuracy.

In 2016 American journalist Justin Lynch, who was reporting on human rights violations, was seized by the National Security Service who also confiscated his mobile phones. Prior to his arrest he was reporting ethnic violence and the risk of genocide. The NSS considered it an exaggeration and inaccurate. He was deported to Kampala, Uganda for his journalistic work. Reporting events inaccurately is unethical, fact checking is important not just for integrity, but for the safety of your sources and yourself.<sup>4</sup>

## 2 Do not plagiarise or steal someone's copyright. Attribute where possible.

A study conducted by Margaret Jjuuk published in The Journal of Development Communication found that plagiarism by journalism students in South Sudan, Uganda and Rwanda is common, specifically in plagiarising articles found on the Internet. They found that students who plagiarised were far more likely to break other rules of ethics throughout their careers. The researchers found that at a student level plagiarism could be minimized when students were warned of the consequences of plagiarism resulting in a failing mark. Most of the offending South Sudanese students and journalists were not fully trained or aware of the code of ethics for journalists, and thus learning these vital rules is critical to success in your careers.<sup>5</sup>

## 3 Use honest and legal methods to obtain stories, documents and images.

Recent clashes between mainland China and Hong Kong have led to Chinese government working to censor the work of pro-democracy journalists in China. In April 2021 Choy Yuk-ling, a prizewinning producer for the public broadcasting network RTHK was found guilty for

obtaining public records for a report the network broadcast which was critical of the local police. She was heavily fined.<sup>6</sup> It is especially important in countries like South Sudan which often does not have much government protection for journalists, to only publish or broadcast legally obtained information, not only for safety reasons, but also for legitimacy and trust of the newsroom.

## 4 Do not accept bribery, gifts, favors or undue influence. Do not pay or reward sources.

Bribery of journalists is very common in South Sudan, all journalists working throughout the country are familiar with brown and white envelopes used as bribes to prioritize stories or stop them. Professionalism and a firm knowledge of the rules and ethics should serve as a guide to the best practices when navigating a potential bribe. Changes at the top, to increase salaries of journalists should help make them more susceptible to bribery would also be helpful in mitigating this issue.

## 5 Treat all subjects with dignity. Do not intrude on someone's personal privacy or property. Be cautious not to intrude on private grief, giving special consideration to vulnerable subjects.

During the 2010 World Cup in Cape Town, British Sunday Mirror reporter Simon Wright snuck himself and a fan into the England locker room and spoke to David Beckham. Wright was arrested by the South African police and charged with attempting to "defeat the ends of justice" along with contravening immigration laws. Wright's locker room visit also raised questions around the security of the stadium and its players. Wright intruded on the players and brought an unwelcome civilian who was not a person of the press and paid dearly for it.<sup>7</sup>

<sup>4</sup> Associated Press, "AP reporter deported from South Sudan," December 6, 2016, <https://apnews.com/article/1b694ccdafdb464884ee536a1e583378>, (accessed March 28, 2021).

<sup>5</sup> M, Jjuuko, J, Njuguna, R, Shafer, "Plagiarism Among Journalism Students as a predictor of unethical professional practices: an exploratory case study of Uganda, Rwanda, and South Sudan," The Journal of Development Communications, <http://jdc.journals.unisel.edu.my/ojs/index.php/jdc/article/view/57/14>, (accessed March 28, 2021).

<sup>6</sup> Ramzy, A, May, T, "Guilty Verdict for Hong Kong Journalist as Media Faces frontal Assault," April 22, 2021, <https://www.nytimes.com/2021/04/22/world/asia/hong-kong-free-press-rthk.html>, (accessed May 30, 2021).

<sup>7</sup> Govender, P, "Reporter charged over England trespass," June 29, 2010, Reuters, <https://www.reuters.com/article/idINIndia-49739420100629>, (accessed May 30, 2021).

**6 Avoid heavily emphasis on personal characteristics not central to the story such as race, ethnicity, sexual orientation, religious belief, political affiliation, physical ability, and intellectual disability.**

In October 2016 several buses were attacked on the highways in Equatoria, where 31 people were killed in the ambush. Survivors claimed that the attackers were looking for members of the Dinka tribe. Following the attack there was a spike in hate speech against the Dinka tribe. When reporting on targeted killings, be careful to state the facts without overly empathising racial backgrounds or other characteristics that might ignite further hate and endanger communities and give the platform for others to air opinions at the expense of that community.<sup>8</sup>

**7 Be discerning and resist reporting on staged or false events. Avoid staged photo opportunities when possible.**

In recent years the term “fake news,” has been widely adopted by politicians worldwide. However there is a direct correlation with the use of the term and published articles which are unfavorable to the person claiming “fake news.” Egyptian president Abdel Fatah al-Sisi has enforced harsh crackdowns on journalists his government deems as reporting “fake news” ; this has resulted in the jailing of 21 journalists by late 2019. The Committee to Protect Journalists (CPJ) claim that in each of the arrested journalists cases they had published reports Sisi disliked.<sup>9</sup> With all the media distrust and the ease of which people dismiss the work of journalists as ‘fake news,’ it is now ever-vital to resist reporting false or staged events, less your credibility as a journalist will be called into question.

**8 Avoid publicly endorsing or engaging in politics or business which might compromise journalistic independence.**

In January 2011 South Sudan’s referendum decided the fate of it’s of independence from the North. Leading up to the referendum and in the period following it, the Southern Sudan Referendum Commission (SSRC) held debates and developed a system for free advertising on state owned media for advocates of both referendum options to help establish voter education on both options. While SSRC’s mission for openness was acknowledged by the operating media houses, the newsrooms themselves did not have a cohesive or consistent strategy for coverage which resulted in a mix of non-partisan, news, and opinion. Many of the journalists were affiliated with one side or the other and did not remain neutral in their coverage. In issues as complex as forming an independent nation, the public’s best way to receive information is through the media, therefore it is essential to remain neutral.<sup>10</sup>

**9 Respect both subjects and other journalists. Do not sabotage the work of other journalists.**

South Sudanese journalists face hierarchical challenges with ‘Grey Horns,’ and sexual discrimination. Rather than sabotaging the work of colleagues, keeping a standard of professionalism should be practiced so that younger journalists and female journalists feel equipped and supported to their work.

<sup>8</sup> Sudan Tribune, “Three passenger buses attacked on Juba-Nimule highway,” October 10 2016, <https://sudantribune.com/spip.php?article60489>, (accessed May 28, 2021).

<sup>9</sup> Berger, M, “There’s a worrying rise in journalists being arrested for ‘fake news,’ around the world,” December 12, 2019, <https://www.washingtonpost.com/world/2019/12/12/theres-worrying-rise-journalists-being-arrested-fake-news-around-world/>, (accessed May 30, 2021).

<sup>10</sup> Sudan Media and Elections Consortium, UNDP, “Southern Sudan Referendum 2011: Monitoring Media Coverage,” Relief Web, [https://reliefweb.int/sites/reliefweb.int/files/resources/Full%20Report\\_28.pdf](https://reliefweb.int/sites/reliefweb.int/files/resources/Full%20Report_28.pdf), (accessed March 28, 2021).

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**10** When editing audio, video or photos, all editing must maintain the integrity of the original and not overly alter, edit or manipulate these files, footage, and images.<sup>11</sup>

Shooting editorial images must not have dramatic editing and manipulation. In 2003 American photographer Brian Walski who was documenting the Iraqi war, took two of his images and edited them together for a stronger composition, which was published in The LA Times. Composite images are not permissible in journalism, the manipulation of events is considered unethical. When this was discovered Walski was fired, his boss the editor/publisher Davan Maharaj was also fired and the photo received national attention and is still used today as an example of what not to do. Document events, and people as they are, do not overly edit and change a scene as it falsifies events.<sup>12</sup>

**11** Must provide corrections and edits for accuracy and explain those corrections clearly.

When reporting, especially on breaking news events, it can be challenging to fact check before publishing as more details are revealed, and mistakes happen. It's best to publish and acknowledge any future edits and corrections. If working on broadcast news: a verbal explanation or apology, if necessary will suffice. A recent example for information changing and articles needing updating is the COVID-19 virus, as countries around the world reported death tolls, new vaccination information, and countries safety guidance, in some cases the information changed by the week. Journalists editing and updating those older articles for accuracy as the data changes is helpful to readers who might not have seen the story the day it was released. South Sudanese journalists have a bigger challenge with low national wide literacy rates, the broadcast journalists bear a bigger burden than print journalists releasing up to date information and revising it as needed.

<sup>11</sup> National Press Photographers Association. 'NPPA Code of Ethics,' 2021, para. 5, <https://nppa.org/nppa-code-ethics>, accessed April 10, 2021

<sup>12</sup> City News Service, "LA Times fires editor/publisher and several more high-ranking editors," Daily News, <https://www.dailynews.com/2017/08/21/la-times-fires-editorpublisher-and-several-more-high-ranking-editors/>, (accessed March 28, 2021)

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**If unsure - Do the Right Thing<sup>13</sup>**

Several key questions can help identify situations that may be unethical, inappropriate or illegal. Ask yourself:

- Does what I am doing comply with the Internews Core Code of Conduct or the Standards of Journalism Ethics?
- Have I been asked to misrepresent information or deviate from normal procedure?
- Would I feel comfortable describing my decision at a staff meeting?
- How would it look if it made news headlines?
- Am I being loyal to my family, my company and myself?
- Is this the right thing to do?

**DEI or Diversity Equity and Inclusion: What is it and why does it matter?**

DEI is an acronym which stands for diversity, equity

and inclusion. Concurrent to the ethics of journalism and the journalism mindset special attention has been given at an institutional and international level to being more inclusive in the workforce and in journalism.

- Diversity encompasses a range of cultural experiences, identities and backgrounds and includes: age, ethnicity, race, gender, ability, sexuality, socioeconomic status, educational background, political affiliation, geographic location, among other traits.
- Equity aims at equal opportunities for all and amplifies under represented groups for greater parity.
- Inclusion is creating an environment where all feel welcomed and supported.
- Use conscious language, and modern terminology to avoid derogatory language.



<sup>13</sup> Internews. 'Code of Conduct' 2021, p.4

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## DEI in Your Organization

A 2015 study by McKinsey & Company found that companies with higher racial diversity are 35% more likely to financially outperform companies without it. Companies in the United Kingdom with higher gender diversity in executive leadership were consistently the highest performing- and with every 10% increase in gender diversity EBIT (earnings before taxes) rose 3.5%. DEI is a smart business move!<sup>14</sup>

News organizations in South Sudan are heavily influenced by tribalism and male dominated. DEI efforts should be considered and embraced in order

to create a more equitable environment. The responsibility of advancing DEI in your organization is the responsibility of all, not just leadership. Doing so will make your workplace a safer, more inclusive, and accountable environment. It will also increase retention of talent. Consider whether your sources come from diverse backgrounds. Foster collaboration across your team. Successful DEI initiatives in a newsroom will effectively integrate broader viewpoints into the coverage. Newsroom hiring should look to diversify both at an entry level and senior leadership level.

## Conclusion

The journalism mindset takes discipline and persistence as it might not come naturally to all. With practice it will become a useful tool both in your career and in life. Journalists have a responsibility to adhere to a strong code of ethics. The guiding rules of ethics when followed will establish authority and trust within the community while aiding in the ability to report objectively. Avoid being lured or seduced by bribes, misinformation or other pitfalls by following these rules universally. As Internews journalists it is a requirement to follow the Internews' Code of Ethics. Additionally, memorizing and following the expanded international rules of ethics will separate you from unprofessional journalists by following principles that are practiced all over the world. Utilizing the journalism mindset will establish the foundational details needed to tell every story.

### Debriefing Questions

1. What are the four W's?
2. Explain how the Journalism Mindset can be applied in the field?
3. What is the difference between on and off the record?

4. Journalists should be objective, neutral and impartial. True or False?
5. According to Internews' Code of Ethics sexual exploitation and abuse is not grounds for termination. True or False?
6. Plagiarism is acceptable in journalism. True or False?
7. Sabotaging other journalists is alright so long as they work for a different news entity. True or False.
8. Why is DEI important in the workplace?

### Debriefing Question Answers

1. Who, What, Where, When
2. Answers may vary. Essentially, the Journalism Mindset can be applied in the field to increase awareness of an issue by asking specific questions and doing research so you can effectively report on a story.
3. Being on the record is providing a quote for a story that cites the source by name, and may or may not include their image likeness. Off the record can not be used in the story and can't be quoted.

<sup>14</sup> Hunt, V, Layton, D, and Prince, S, McKinsey and Company, "Why diversity matters," January 2015, <https://www.mckinsey.com/~/media/McKinsey/Business%20Functions/Organization/Our%20Insights/Why%20diversity%20matters/Why%20diversity%20matters.pdf>, (accessed April 30, 2021).

4. True.
5. False.
6. False.
7. False.
8. Answers may vary. DEI efforts in the workplace can improve morale, provide opportunities to a wider group of people, retain talent and may create a more fair and inclusive workplace.

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Module:

02

# REPORTING ON COMMUNITY NEEDS & UNDERSTANDING YOUR AUDIENCE



Module:

02

## Course Objective:

This course is a comprehensive guide to being a journalist covering community stories. This course will provide guidance for local community journalists, young journalists, editors and management. By the completion of the course journalists will have a strong understanding of the importance of knowing their audience and creating personas, they will be able to find credible sources and be equipped to report on community events.

## Structure of the Module:

1. What is community reporting
2. Challenges with reporting on community issues
3. When do I need to get permission when filming?
4. Do you need to create an audience persona?
5. Understanding your advertisers, client's needs, vs public needs
6. Conducting public surveys
7. Finding local reputable sources Using conscious language, what is it and why use it

## Facilitator Notes:

Community reporting and having a strong understanding of an audience are key skills of every journalist. Throughout many of the courses in this master class there are sections on why understanding their audience is essential in various mediums. It is covered most in depth in this course and should be emphasized here.

Using a case study of an investigative journalist in Ghana to illustrate how many stories cannot be told by people from outside their communities, encourage critical thought using this example. This case study involves sensitive material so discourse any cultural judgement and keep the discussion focused on challenges of reporting such an issue.

The creating personas exercise should inspire some creative thinking, if there are any creatives within the groups ask them to draw a picture of the persona to help make them more real. Personas are important in many aspects of understanding an audience, most organizations have a handful of personas representative of their target demographics, it would be helpful for the journalists to understand that the persona they created is not holistic of their entire audience. Finding credible sources resurfaces in

another course on finding them via social media, but it is covered most comprehensively here.

## Term Glossary:

- **Personas:** fictional characters created to represent target demographics, needs, behaviors and key interests.
- **Conscious Language:** Using more sensitive terminology that is neutral and without negative connotation.
- **Infanticide:** Intentional killing of infants and young children.

## Key Course Takeaways:

- Community reporting is news made by and for local communities about local communities.
- Community reporting has its own set of challenges but can also be easier because you are already a member of the community and have contacts.
- Research your sources to determine if they are credible.
- Gain permission or permits before shooting photos and video footage.
- Personas can be valuable tools to better inform who your audience is and what their interests are.
- Conducting surveys can be done in person, or online, follow the same process.

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## What is Community Reporting

Community reporting is reporting on issues affecting the community. In some cases community reporting entails covering issues on a local level at a smaller scale, that are also affecting broader communities at a larger scale.

Why is community reporting important? It's news made by and for local communities about local communities.

At the core of community reporting is the belief that telling authentic stories about community member's

lived experience provides valuable insight into their lives and an outlet to challenge perceptions and describe their own reality.<sup>15</sup>

What makes community reporting different? General assignment reporting typically covers national, international or regional events, often missing are details about how these issues are relevant at the community level. Reporting on community needs is as important as reporting on national or international issues.

### Case Study

Spirit Child, Al Jazeera 2013

Local Ghanaian journalist Anas Aremeyaw Anas investigated infanticide of spirit children in his community in northern Ghana. 'Spirit children' is a pejorative term given to disabled children who are thought their disability can be attributed to being possessed by evil spirits. Due to the belief that these children are evil and a financial strain, ritual killing through poisonous concoctions administered by contracted 'concoction men.' This is an ancient tradition practiced not just in Ghana but also in Burkina Faso, Benin and Nigeria. While killing of spirit children is illegal, it is still widely practiced.

Anas set up a sting operation, to expose the practice and process. He interviewed over ten people who said on camera they had killed spirit children and were without remorse. He filmed the entire process and found it was easy to hire a medicine man willing to kill a baby. He used a real baby and a dummy to lure the medicine man to his home and begin the ritual. Anas partnered with police and was able to bring the medicine men to justice as they were about to administer the poison.

Anas's report which aired on Al Jazeera resulted in the first recorded prosecution of spirit children killings, Ghana banning these ritual killings and renewed interest from local NGOs and attention abroad.<sup>16</sup>

<sup>15</sup> Hunt, V, Layton, D, and Prince, S, McKinsey and Company, "Why diversity matters," January 2015, <https://www.mckinsey.com/-/media/McKinsey/Business%20Functions/Organization/Our%20Insights/Why%20diversity%20matters/Why%20diversity%20matters.pdf>, (accessed April 30, 2021).

<sup>16</sup> Global Investigative Journalism Network, "Spirit Child Ghana, Al Jazeera 2013," <https://impact.gijn.org/case-studies/spirit-child-ghana/>, (accessed April 30, 2021).

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## Challenges with Reporting on Community Issues

Reporting on community challenges and needs in some ways is easier: it's local news, it may be easier to research, it may be on issues that the journalist is passionate about, and they are already in the community so getting access to sources is less challenging.

As you may have already identified, reporting community news has its own set of challenges including distrust within the community. Members of the media often deal with fears of retaliation, becoming a public figure, or carrying the burden of being one of the community orators.

Here are some tips to overcome these challenges:

- Following the code of ethics covered in another module, you will set a quality standard for your work which will help build trust in the community.
- Be truthful and avoid self censorship while still working within the government regulatory commissions.
- Being a journalist might result in people sharing stories with you in the hopes that you'll write about them. Be selective when agreeing to write these stories as not all are newsworthy.
- Reporting within the community can increase the chances of bribery, avoid bribes and coercion.

## How to Find Reputable Sources

Finding credible sources is hard work. Having quotes and first hand accounts of an event makes for more nuanced reporting than a recitation of the facts. Journalists must find reputable sources who are both trustworthy and reliable. This work is made more challenging as some sources may appear credible when they are not.

Research the source:

- Understand that books, articles, websites may not have the correct facts.

- When possible research the background of the source and any affiliation or associations they may have which might influence how they answer questions.
- Check that the source is using up to date information
- Beware of sources who intentionally use vague language like "recent studies found" or "the latest poll data" without citing the source. If a source is doing this, ask for specifics to support the statement.<sup>17</sup>

Exceptions: It can be useful to have some bias sources in some instances. For example if showing election coverage. Interviewing two people, one who supports each candidate can be compelling, and they are forthright in their bias.

Finding reputable sources in community reporting requires the same vetting it does outside for regional reporting. Be sure not to take someone's word on the expertise of a source, vetting is still essential. If needing an unbiased person for an interview it's also acceptable to ask if they can be unbiased for the interview, and decide if you believe their answer before taking a quote.

<sup>17</sup> Paperpile. 'How can I find credible sources,' 2021, para 8, <https://paperpile.com/g/find-credible-sources/> accessed April 5, 2021

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When doing internet research: **Wikipedia is not a credible source.** It can be a useful tool to begin the research process, but since Wikipedia is peer edited, none of the sources are required to have credentials. There are a number of websites dedicated to helping journalists find experts in a variety of fields. These include:

ProfNet  
 HARO  
[Experts.com](#)  
[Google Scholar](#)  
[PubMed](#)

## Filming and photographing in your community

When photographing within your community don't take for granted personal relationships. People may not be comfortable having their image taken and published. Always ask permission, if photographing a minor try to get their parents permission or shoot from behind and don't show their face. If photograph-

ing a group or crowd it may not be possible to get the permission of everyone, but be respectful. When a camera is on many people act differently. Try to start a conversation to get the subject to act naturally and feel comfortable.

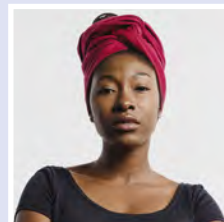
## Personas: What are They and Why You Need Them

Having knowledge of the audience isn't always enough to know whether the content is compatible with their needs or interests. This is why building personas is an important tool for journalists and news organizations.

Personas are created fictional characters that represent target demographics, needs, behaviors and key interests. Personas are heavily used in marketing and the technology industries, and they are also used in journalism; they provide insight into who your audience is, what their interests are and how to best reach them.

Creating personas will help drive decisions including what stories are most impactful, or what ads should be run to accompany what radio show.

There are a few free websites that can get you started mapping out a persona. A basic persona includes the following:



**Aamira**, 24, Female,  
 Secondary school  
 education

**Hobbies:** Dancing  
 and sewing

**Motivations:** Wants to organize her own  
 events

Curious about the world around her  
 Wants to go to art school and learn UX  
 design

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Creating personas brings the audience life providing greater insight into what kinds of programming would best interest them. This work is important, as there may be segments of the population who aren't currently being considered but could be valuable readers, listeners or shoppers which advertisers would

be interested in. Once personas are developed it is easier to know whether the programming will make an impact. Advertisers may not immediately understand personas, but since data and statistics they will be easily convinced.

### Advertisers, clients needs vs public

Most news organizations depend on advertising, therefore it's important to understand the influence advertisers can have over a news station. In many countries there is little restriction against advertisements making false claims about a product. While most people understand the advertisements can exaggerate, be cautious when endorsing or creating advertisements for health products as it might put the public in danger.

During a pandemic when citizens are desperate for a cure and eager to believe companies, be under advisement that unless something is backed by clinical doctors and backed by science, it might be dangerous to put the clients needs before the public.

### Conscious Language

Conscious language is using more sensitive terminology which is neutral and without negative connotation. Use conscious language with up-to-date politically correct and appropriate terminology to be more inclusive. The adoption of slang words that aren't textbook definition of the word are discouraged.

**Example:**

the word **ghetto** is a pejorative slang word used to describe a dilapidated or low income area. Instead substitute with the phrase **'run down area.'** Using conscious language does not perpetuate negative associations.

For uniformity your organization can draft internal conscious language guidelines. Here are instructions on how to start.

**Write**

Brainstorm guidelines as using questionable phrases and conscious solutions with relevant information. Get feedback from stakeholders in management

**Revise**

Edit your guidelines bases on stakeholder input

**Implement**

Mandate the use of these guidelines across the newsroom  
Record questions and feedback given

**Evaluate**

Evaluate whether the guidelines are effective  
Evaluate unintended outputs, if any

**Revise**

As needed

This process for composing a workplace living document for conscious language is replicable for other guidelines too, such as additional company codes of ethics, or DEI guidelines.



## Conducting public surveys

Surveys add current data giving greater depth to a story. Conducting a survey in person could be as simple as asking a few questions using a clipboard to passersby on a busy street. It could be conducting a poll on social media, or an online survey. No matter the method used conducting community public surveys should follow the same steps:

1. What is the goal of the survey, or what you trying to find out
2. Draft a list of questions
3. Tally the results
4. Search for trends or themes within the results
5. Analyze
6. Complete a summary of the survey
7. Share the results

In steps 5 and 6 consider what stories the survey can tell and what is the best way to tell the story. If the

survey was about low adult literacy rates at 31%, for example, there are a few ways to tell this story. One story could describe what education is available, how accessible it is and what programs for adults are offered and how effective it is. One story could cover the difference between male and female literacy rates and how that affects their economic prospects. One story could compare the literacy rates with neighboring African countries. Consider the medium. If publishing an article on literacy rates in a newspaper, a significant number of the population affected won't be able to read it- radio might be a better fit for the story if trying to reach a wider population.

Consider how to maximize the number of stories from a single survey, since surveys can take time and energy to produce.

## Conclusion

Community reporting is the cornerstone of journalism, to perfect it follow the guidelines outlined in this course. Understanding your audience is valuable in every facet of journalism. Building personas is an efficient way to study and segment your audience. Using conscious language is the best way to report on issues without unintentionally alienating or offending your audience. Having a clear distinction of the needs of the advertiser and how advertisements influence the public will guide you in making better decisions for both parties.

### Debriefing Questions

1. What are the four W's?
2. Explain how the Journalism Mindset can be applied in the field?
3. What is the difference between on and off the record?
4. Journalists should be objective, neutral and impartial. True or False?
5. According to Internews' Code of Ethics sexual exploitation and abuse is not grounds for termination. True or False?

6. Plagiarism is acceptable in journalism. True or False?
7. Sabotaging other journalists is alright so long as they work for a different news entity. True or False.
8. Why is DEI important in the workplace?

### Debriefing Question Answers

1. Who, What, Where, When
2. Answers may vary. Essentially, the Journalism Mindset can be applied in the field to increase awareness of an issue by asking specific questions and doing research so you can effectively report on a story.
3. Being on the record is providing a quote for a story that cites the source by name, and may or may not include their image likeness. Off the record can not be used in the story and can't be quoted.
4. True.
5. False.
6. False.
7. False.

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8. Answers may vary. DEI efforts in the workplace can improve morale, provide opportunities to a wider group of people, retain talent and may create a more fair and inclusive workplace.

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Module:

03

# BEST PRACTICES AND TECHNIQUES FOR RADIO BROADCASTING



Module:

03

## Course Objective:

This course is a comprehensive guide to best practices for broadcast radio. This course will provide guidance for radio journalists, talk radio hosts, sportscasters and management. By the end of the course journalists should be able to confidently write a radio script, avoid vocal errors and produce compelling programming.

## Structure of the Module:

1. Copywriting basics and preparing your content
2. Radio Programming Development and Knowing the Audience
3. Radio Voice, Vocal fry, plosives, and sibilance
4. Commercial Production
5. Sportscasting for Radio
6. Music Programming basics of Musicology

## Facilitator Notes:

Because this course is on radio, there is an audio component. A device that can play the clips aloud is required for this class. Download the audio clips for this course ahead of time and test them before beginning teaching the course to ensure they play correctly. The audio clips feature an American radio professional, however if the journalists find her accent difficult to understand, replay the clip again.

For the radio journalists in the class, drafting a radio program exercise will come naturally. For those who aren't, this may feel like a challenging exercise, if so ask them to reread the cotton example and use it as a guide.

The tissue paper exercise will likely get some laughs or uncomfortable reactions. Create a judgement-free zone so the journalists feel confident. It's meant to identify a vocal mishap, and is useful despite being unconventional. The sportscaster exercise should be fun for all and highlight challenges that radio sports journalists face. If the class is engaged, you can stretch the length of this activity another 5 minutes, for greater impact.

## Term Glossary:

- **Sportscaster:** Radio or television sports journalist who covers sports live.
- **Play-by-play:** Describing every action of play in sports, as opposed to a summary of events.

- **Radio voice:** An industry term to describe the affectations in tone and voice a radio personality adopts for broadcast radio.
- **Vocal fry:** is using a monotone voice with the elongation of words that end when the speaker runs out of breath, rather than the natural pauses of normal speech patterns.
- **Fricatives:** Are caused by friction in the narrow air passage when saying certain sounds and letters.
- **Sibilance:** The hissing sound on a microphone that can occur with the letters.

## Key Course Takeaways:

- Copywriting basics include writing clearly, strong headlines, conversational copy, research and editing.
- Radio audiences change from station to station, hour to hour, knowing the audience will help keep them from changing the dial.
- Radio sportscasters must be highly knowledgeable about the sports.
- Talk radio is more conversational than new radio and allows hosts to have more personality on air
- Successful radio commercials are concise and tell a story

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## Copywriting Basics and Preparing your Content

Preparing scripts for radio is vital to creating a smooth radio program. Copywriting is fundamental to script preparation. Mastering copywriting will show a marked improvement on future news broadcasts, commercials, and daily shows. These best copywriting practices are not strictly for radio alone, they could be applied to other forms of copywriting and journalism at large:

**Write clearly:** Write using a fifth grade reading level. Whenever possible avoid jargon. Radio audiences are broad and range in ages and education levels so it's best to use language that is easy to understand.

**Write a captivating headline:** Most people think

headlines are only important in print media, but this is not true. The opening lines of a news story should both summarize and draw in the listener.

**Use conversational copy:** Similar to writing clearly, the copy must feel authentic and natural. If the words are too formal it won't sound relatable and could repel the listener.


**Research, and proofread:** For public service announcements, sports broadcasts or news broadcasts this is essential, for talk radio it is less necessary. Edit any copy and proofread for typos to avoid any on-air blunders. If helpful in the editing process read the copy aloud to yourself to better spot errors.

## Radio Programming Development and Knowing the Audience

Research is always the best way to truly know your listener. Hiring a reputable research company like the US company Coleman Research will provide data into your audience and market potential. Listener advisory panels can be done locally and for quick music research. If these are not available to you, grassroots methods are also useful. Relationship building over phone calls into the station, and talking to your audience is an excellent way to learn who is listening. In radio, this knowledge should help inform the program. Radio programming may change at different times of the day to accommodate the changing listeners.

Most radio networks follow set programming schedules that break the flow of the show into segments. If building a radio program from scratch, break a 60-minute show into 5-10 minute segments. Here is an example of how to schedule a radio program:

07.35 AM	Music
07.45 AM	Weather Report
07.50 AM	- Ad break -
07.55 AM	Newscast
08.00 AM	Music
08.10 AM	Interview



If bringing in guests and for live broadcast interviews be sure to consider DEI, selecting a diverse pool of guests with different perspectives and backgrounds. If wanting to create a short radio series, draft the subjects of each episode before pitching the show to the network executives for greater success. Here is an example of a themed radio show and possible subsequent episodes.

Module:

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**Theme: Cotton**

**Why:** Because millions of people worldwide rely on cotton, and it's a major cash crop and export of South Sudan.

**Audience:** People with an interest in history, agriculture workers, journalists.

**Show Title:** The fabric of our lives: The history and intrigue of cotton

**Episode 1:** The origins of cotton from Africa, the Americas, Asia and Australia

**Episode 2:** From seed to sweater: The lifecycle of cotton

**Episode 3:** Cotton and climate change


**Episode 4:** South Sudan cotton industrial challenges, a farmer tale

**Episode 5:** Genetically modified cotton risks and benefits


This program series idea is an example of how niche ideas, if executed well, can be interesting to a broader audience. If this show on cotton used data and brought in multiple expert guests with knowledge about each topic, it could be quite interesting. People often turn to the radio as a distraction from their lives, consider this when creating show programming. Long series radio shows are often relegated to podcasts, but many stations will still take a chance on thematic shows.

## Radio Voice, Vocal Fry, Plosives, Sibilance what can be done about it


When speaking on the radio, enunciate. Many radio journalists and hosts choose to adopt a radio voice. Radio voice is a term used to describe the affectations to the voice they use when speaking on air. Some radio hosts have a pronounced radio voice, others only slightly modify their voice for radio. Radio voice is synonymous with talk radio. The difference between talk radio and radio news is that the show is more conversational and the hosts opinion and personality are central to the show. Using a radio voice can help develop an on-air radio personality, it is not a journalism requirement, but some attention may be needed to avoid vocal fry, plosives, and sibilance.

 >> Listen to American Radio Host Natalie Jones, Q102 WKRQ, Afternoon Show #1 radio show in Cincinnati (USA), and the host of the podcast Person of Interest, describe the difference between radio voice and your normal voice in the attached sound file. >>

Vocal fry is using a monotone voice with the elongation of words that end when the speaker runs out of breath, rather than the natural pauses of normal speech patterns. Vocal fry should be avoided as it is not as tonally pleasant to listen to. Use inflection and vary tone to prevent vocal fry. People who naturally speak with vocal fry often aren't aware of this tendency, if in doubt ask a peer.


 >> Listen to Natalie Jones demonstrate vocal fry and why to avoid it in the attached sound file. >>

Plosives are caused by bursts of air hitting the microphone when certain syllables are spoken. Words that trigger plosives typically begin with the letter p's, and b's. Plosives are typically caused by a heavy release of air that causes a slight popping noise. They are best avoided by speaking clearly from the diaphragm.

 >> Listen to Natalie Jones demonstrate plosives and describe the next class exercise in the attached sound file. >>

Another way to remove these vocal mishaps is to listen back to your shows and recordings- it is the best way to get better at radio and media in general. With an open mind and eye checking in with yourself and your performance is crucial, and frightening, but it allows you to pinpoint any vocal mishaps and course-correct.

Fricatives are caused by friction in the narrow air passage when saying certain sounds and letters. Sibilance is a type of fricative. Sibilance is the hissing sound that can occur with the letter s. It is most common in female's who speak with a lower register. Sibilance occurs when the tongue is close to the back on the front teeth and can be prevented by positioning the tongue a little further back in the mouth.

 >> Listen to Natalie Jones demonstrate sibilance and how to avoid it in the attached sound file. >>

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## Music Programming basics of Musicology

Two leading strategies that dominate radio music programming are audience music testing (AMT) and music rotations. AMT was invented in America in the 1970's, it's a process of song selection by large radio audience focus groups who listen to songs and indicate whether they like or dislike a song. After a few hundred people provide feedback the data is analyzed and the songs that score highest are selected to be played on air. AMT has revolutionized radio and heavily influences what songs made it to the top of the charts. Music rotations was first established in America in the 1950s. It organizes scheduling with a limited number of AMT songs which are played and repeated through the day.<sup>18</sup>

A challenge with AMT and music rotations is that it focuses on the target audience, and largely ignores

the rest of the listeners. Songs chosen by AMT might become overplayed and dated faster than a radio station is able to modify. It is also not always a feasible system for music selection in smaller markets. When compiling a music selection for a shift, whether using AMT or not, consider the musical tastes of the audience and put those above your own.

To find new music look to sites like Youtube, Spotify, and Apple Music to see what is rising in international music charts. Learn about the recording artists or the story behind the song, to add interesting commentary. Befriend local musicians to be one of the first people to hear and play their new music, or interview them on air.

## Sportscasting for Radio

Sportscasters are storytellers who bring a game to life to help replicate the experience of being on the pitch for those who can't be there live. Radio sportscasters must be proficient in the terminology, the names of plays, and the rules of the game they are covering. It is also helpful to know the players. Making note cards, highlighting each team in the color coordinating to the team color, or printing out rosters ahead of time helps.

Printing out statistics and data on the top players of each team will help to provide interesting antidotes

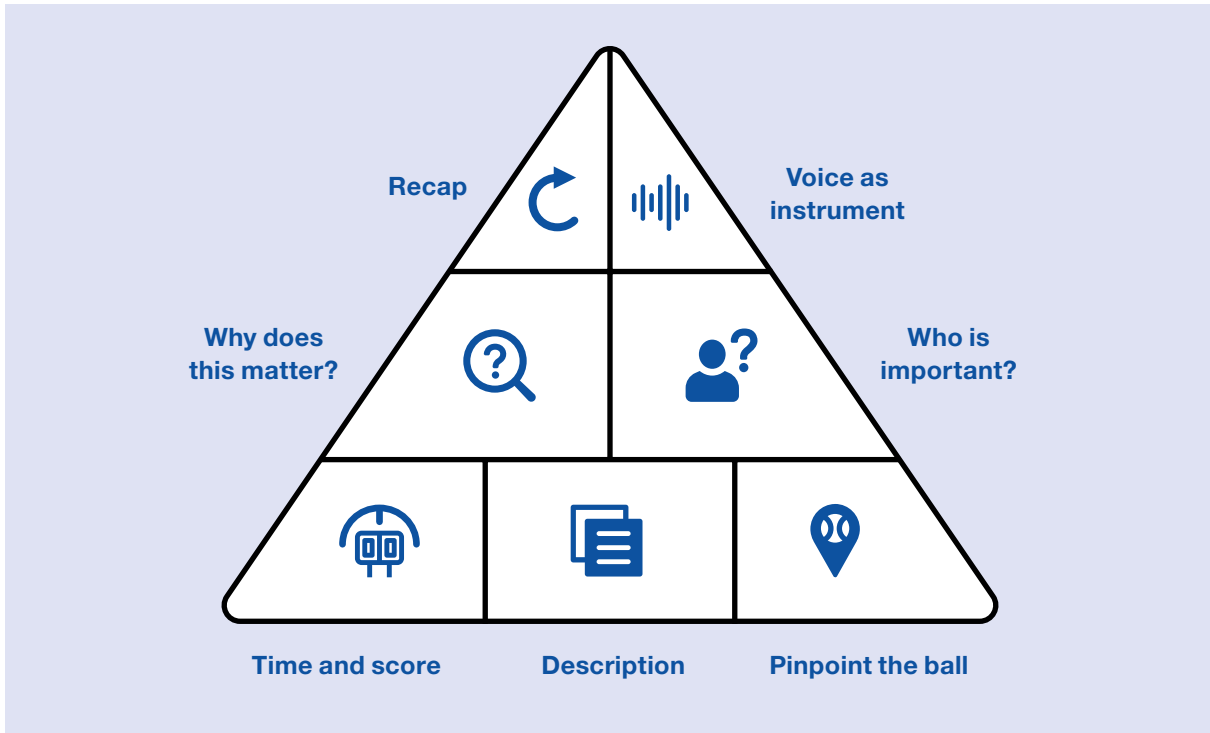
during slower periods of the game or draw extra attention to fouls. For broadcasters who have covered the same sport for many years, it's interesting to give historical first hand accounts of the team or players. With the popularity of tabloids some sportscasters will add anecdotes about the players' lives off the field. Only do this in moderation, it's at best tertiary to the game. Descriptors are important in bringing the game to life, and it's more fun for listeners.

The STAA Play-By-Play Pyramid is a widely respected sports journalism tool:<sup>19</sup>

<sup>18</sup> Weiner, Y, "Radio's 40 Year old Music Programming Formula is killing innovation, alienating younger listeners and widening the disconnect with it's Audience," January 23, 2018, <https://medium.com/thrive-global/radios-40-year-old-music-programming-formula-is-killing-innovation-alienating-younger-listeners-e2078f4eee60>, (accessed April 24, 2021).

<sup>19</sup> Sportscasters Talent Agency of America, "Play-by-Play Pyramid" 2011, <https://staatalent.com/sportscasting-prep-tools/staa-play-by-play-pyramid.pdf>, (accessed April 25, 2021).





This pyramid draws on all the tools in a sportscasters toolkit to make the most captivating broadcast on radio. Most of the terms are obvious, while some details are provided for terms needing extra context.

**Voice as an instrument:** It's useful to match your tone, volume and excitement level with the plays of the game. Ultimately rising and falling with pivotal action. This is most notable in FIFA games when sportscasters scream "GGG000000AAAAAALLL," and drag the syllables out for major and often game winning goals.

**Time and score:** Repeat the score often to keep interest and avoid confusion. Especially in fast games with variable scoring like tennis or basketball where points can be anywhere between 1, 2 or 3 points. Listeners not watching the game can lose count quickly if the scores aren't repeated often.

**Why does it matter:** This is where storytelling can show why this game is important and a win would make a difference for either team. Explain the stakes and continue to draw weight at each play.<sup>20</sup>

<sup>20</sup> Sportscasters Talent Agency of America, "Play-by-Play Pyramid" 2011, <https://staatalent.com/sportscasting-prep-tools/staa-play-by-play-pyramid.pdf>, (accessed April 25, 2021).

Module:

03

## Commercial Production

The placement of commercials between music and general programming should be strategic. Have you ever noticed when one station is on a commercial break and others aren't? That is calculated through research on competitor stations. This way stations have the chance to gain listeners who change stations while commercials play on another station. The key is to study the programming of competitor stations to get the timing precise.

Successful radio advertisements are concise. They tell a short story in 30 seconds or less. The opening line should have a relatable hook for a problem the company or product is trying to solve for.

So if the advertisement is for Nespresso the opening line could be something like:

"A father struggling with low energy in the morning turns to his favorite drink to start his Monday off right..."

This line is something that is relatable and may appeal to your target audience.

Keep the ad short. Focus on the benefits of product or service so that the listener remembers the company being advertised by the end of the commercial.

Every commercial needs a call to action (CTA). The majority of CTA's on radio ads direct listeners to where they can buy a product or service. The client's goal is to increase customers and increase sales. End the commercial with instructions on how and where to get the thing advertised.

## Conclusion

Copywriting for radio is more concise than it can be in print. Writing commercials is an art that should have a hook and a call to action. A lot of consideration into the audience should be made to inform your radio and music programming. Using the exercise with the tissue, identify if you have any plosives or sibilance in your radio voice, and correct using the tips provided in the sound clips. Sportscasting for broadcast radio involves a proficient knowledge of sports and requires preparing notes ahead of games. These lessons and theories should improve broadcast skills and can act as a guide for future reference.

### Debriefing Questions

1. In radio a good headline should do what?
2. An average 60-minute radio should be broken up into 15-minute segments. True or False?
3. Making note cards, printing out rosters, or color-coding lines ups are acceptable and helpful aids for sportscasters covering an event? True or false?
4. Plosives are the hissing sound on a microphone from saying the letter s. True or False?

### Debriefing Question Answers

1. Answers may vary. It should summarize the story and draw in the listener.
2. False.
3. True.
4. False.

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Module:

04

# USING NEW MEDIA (SOCIAL MEDIA) IN JOURNALISM, VISUAL JOURNALISM USING SMARTPHONES & AUDIENCE ENGAGEMENT



Module:

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## Course Objective:

This course is a comprehensive guide to new media journalism. This course will provide guidance for journalists, data scientists, field reporters and management. By the end of the course journalists should be able to confidently record audio and video on a smartphone, be able to optimize social media content and understand how to use social media for journalism.

## Structure of the Module:

1. Data Journalism and data mining
2. Finding credible sources on social media
3. Audio recording on smartphone. Utilizing transcription apps
4. Best practices for mobile photography and video on a smartphone
5. Understanding your audience. How tone should change on each platform
6. Latest statistics of biggest global social media sites, South Sudan users
7. Optimizing social media engagement
8. Using discretion on social media
9. Best practices hosting live events and discussions on social media

## Facilitator Notes:

Social media will be a topic that the journalists will have various competencies in, some may be quite advanced. The rise of new media and data journalism makes this one of the most important modules of the masterclass. While some of the content may be reviewed for more experienced journalists, staying abreast of new technology is critical to improved storytelling.

The case study shows how data journalism can be used for long form reporting on issues both domestic and international. The research they conducted would not have been possible without data science. While the theories and applications of data science in journalism may not yet be widespread, this case study should entice the journalists to think of ways data journalism could help in their reporting.

Recording audio interviews utilizing their phones is a useful exercise in becoming comfortable with the technology and refining the technique for better audio quality. Walk around the class as these interviews are being conducted. Be sure the journalists are

spaced far enough apart that they aren't getting any vocal interference from each other. This is also a good exercise to get the journalists better acquainted so they work on building their network.

## Term Glossary:

- **Data Journalism:** Data journalism is a type of research journalism that works almost exclusively with data compiled digitally gathered through automated programming to pull raw data.
- **Reach:** Reach is the total number of viewers who see a post.
- **Social Media Optimization:** Utilizes social media to grow your company or personal brand awareness and online presence.

## Key Course Takeaways:

- Data journalism is a growing field utilizing digital technology and analyzing large amounts of data quickly. Data journalism improves the depth of the story.
- Recording audio on a smartphone is a vital tool for journalists today.
- Practicing discretion on social media is highly recommended.
- A social media strategy is needed for SMO.
- Without compelling content your social media posts will be unsuccessful even with the strongest strategy in place.
- Consider the framing and angle before taking a photo, if it isn't a good composition change the position.
- Anything you say on social media can someday be used in a courtroom, act accordingly.
- The popularity of social media platforms can rise and fall, but Facebook, YouTube, and WhatsApp are expected to grow.

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## Data Journalism and Data Mining

Data journalism is a type of research journalism that works almost exclusively with data compiled digitally, gathered through automated programming to pull raw data. Data journalists collect spreadsheets of data sets and analyze to determine what stories

emerge from the raw data, or better inform stories through numbers. Data mining or the process of analyzing large data sets to be repackaged through reporting, data visualizations and approaches to storytelling.

### Case Study

Alcatel Bribery and Government Corruption, La Nación 2004

In 2004 La Nación, a newspaper in Costa Rica gained international attention for its explosive investigative report that exposed government corruption. It's investigative team used data journalism to follow a former head of the social security administration's expenses from a home that cost \$750,000 which was built on bribes to questionable payments by foreign corporations to three former Costa Rican presidents. The large majority of the work was research gathered through data journalism and analyzing to find plausible connections.

Their article launched investigations which resulted in prison terms, hefty fines, payment of back taxes, and new anti-corruption laws to prevent future misuse of power. The report also implicated Alcatel CIT of France, a telecom company that paid over \$800,000 USD in bribes to secure a \$149 million USD contract to provide cell phone coverage in Costa Rica. La Nación, in collaboration with other Latin American press who shared data, found Alcatel CIT had paid bribes in three other countries. After which the US Justice Department forced Alcatel CIT to pay over \$137 million USD in penalties.

The resulting articles, backed by data science were sufficient evidence to help bring those abused to justice. With every published story the newspaper was required to provide their evidence as proof by the prosecution charging these officials.<sup>21</sup>

<sup>21</sup> Global Investigative Journalism Network, "Alcatel Costa Rica, La Nación 2004, <https://impact.gijn.org/case-studies/alcatel-case-costa-rica/>, (accessed April 30, 2021).

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## Finding credible sources on Social Media

Many modern interfaces that use web-based application programming interfaces (API) provide online databases such as Twitter or Facebook, etc) This makes it easier to pull information from in bulk.<sup>22</sup> To do individual searches websites like Google or Twitter have advanced search capabilities. Finding credible sources on social media is a similar vetting process to finding credible sources offline.

Social media can be viewed as a journal that records a person's thoughts, memories, images and beliefs. They are useful tools in determining whether a source will be biased or what affiliations they may have. To do an advanced search in Twitter type Twitter.com in the search bar. Then click on the ellipses (...) then fill out words, phrases, and people and then view the results. Here is a screenshot of Twitter's advanced search:

**Advanced search** Search

**Words**

All of these words  
Example: what's happening - contains both "what's" and "happening"

This exact phrase  
Example: happy hour - contains the exact phrase "happy hour"

Any of these words  
Example: cats dogs - contains either "cats" or "dogs" (or both)

None of these words  
Example: cats dogs - does not contain "cats" and does not contain "dogs"

These hashtags  
Example: #ThrowbackThursday - contains the hashtag #ThrowbackThursday

Language

Courtesy of Twitter

Here is a screenshot of my Twitter results when searching for the term journalist, which lists every time I've mentioned the word journalist



Courtesy of Twitter

When would an advanced Twitter search be most useful? When trying to find older tweets by someone in the public eye, or gathering tweets and opinions on a specific topic.

<sup>22</sup> Datajournalism.com. Para 2-3, <https://datajournalism.com/read/handbook/one/getting-data/getting-data-from-the-web>, (accessed April 4, 2021).

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## Recording and transcribing audio on smartphones

Audio recording has been a tool of journalists since its invention. Smartphone technology has made the audio recording process very easy. Depending on the make and model of the phone there are native apps that come with the phone for android phones it's called Voice Recorder, for iPhone's it's called Voice Memos these apps when selected only require a click of the record button and a naming of the voice recording at the end. On the Voice Memos app editing the audio clip is intuitive by swiping on the slider to trim the audio clip.

Apps that serve as traditional audio recorders include Voice Record Pro, Voice Recorder, and Audio Editor. Apps like Evernote, record audio and allow you to take notes in the app while recording. Otter Voice Notes transcribes the recorded audio and assigns identities to speakers' voices, making it much easier to record multiple speakers. (This app only works in English at the moment.) When recording audio, remember to keep the phone close to the interviewee, and keep the phone on a flat surface to avoid wobble and unintended noise.<sup>23</sup>

## Understanding your Audience on Social Media

The written tone of voice varies from social media platforms and for best practices use the industry standard. For example LinkedIn has a professional tone so using formal language is appropriate on this platform, conversely What's App is casual and using acronyms like LOL, and slang is acceptable. Your presence doesn't have to be wildly different from platform to platform, but consider the tone of each. It can be likened to the difference between what you

wear at home, or to church- you are the same person in both places but wear different clothes in each setting. Just as your tone will be different, the audience on each social media platform is different.

The average time spent on social media every day is 3 hours according to research by Globalwebindex. Here is where South Sudanese are spending time on social media:

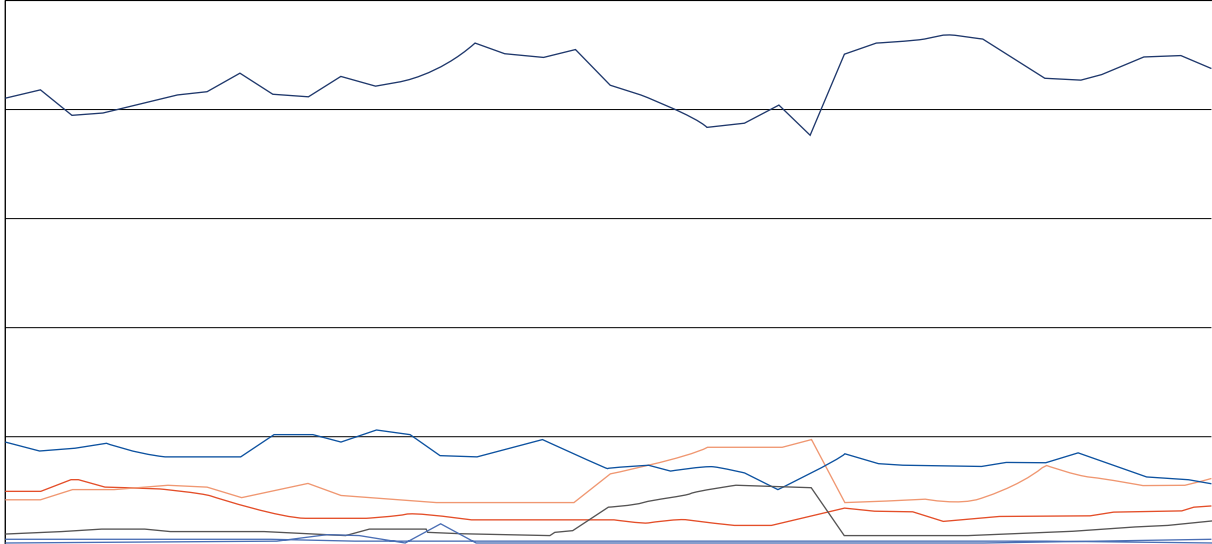
<sup>23</sup> Arthur, R, Photo Photography for Everybody, iPhone Photojournalism Techniques, Amherst Media Publishing, New York, 2021.



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**Social media in South Sudan from April 2018-April 2021**

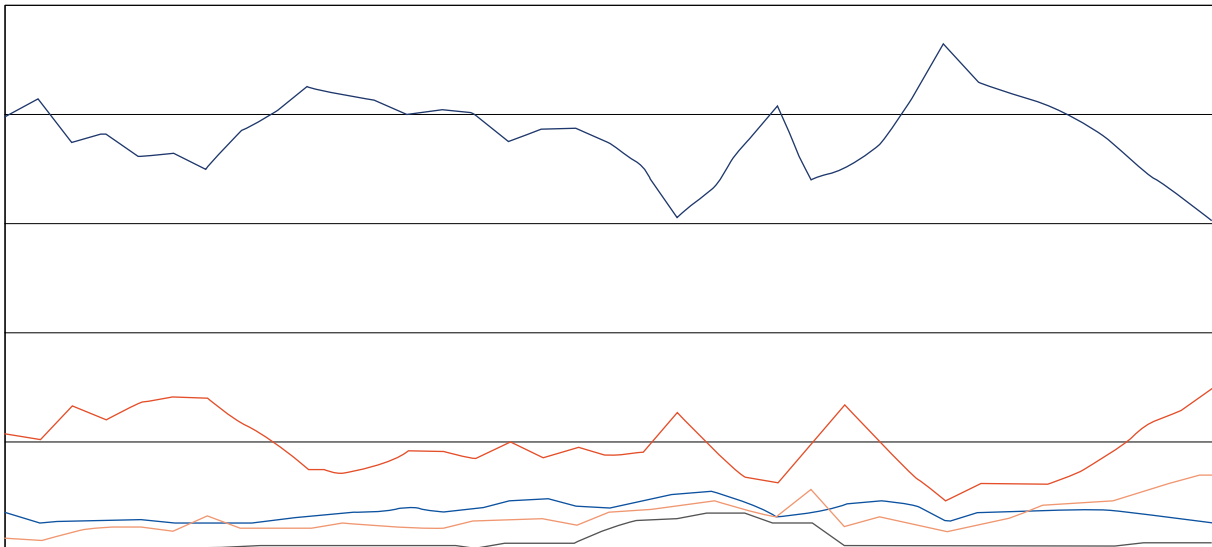


**Population users**

Facebook- 70.11%, + 6.4% in four years  
 Pinterest- 8.99%, -56% in four years  
 Twitter- 9.85%, +21.9% in four years

Youtube- 30.48%, -30.4% in four years  
 Instagram- 3.5%, +74% in four years

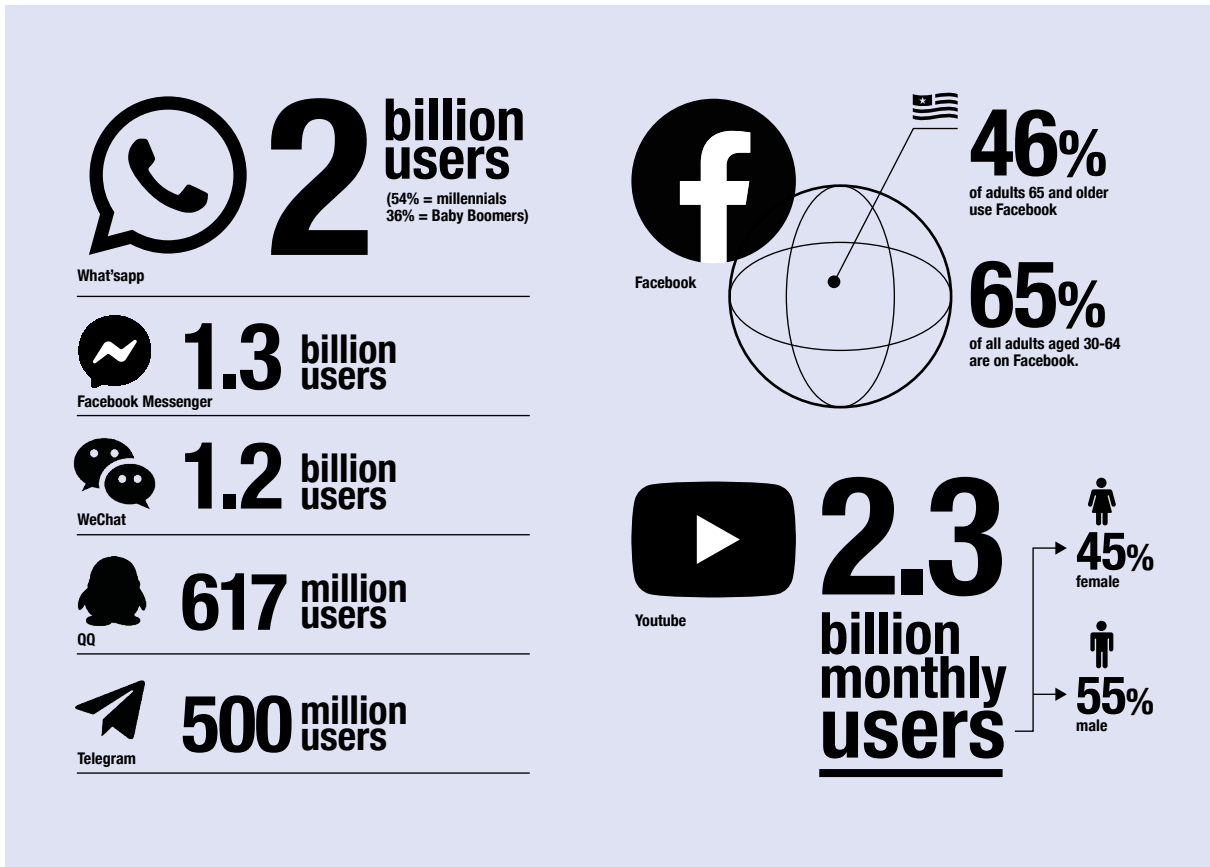
Here is how it compares to all African countries



Whatsapp, not measured on this chart, Facebook and Youtube are currently the three most widely used social media apps globally.

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WhatsApp has over two billion monthly users, making it the most trafficked messaging app. Competition is not far behind: Facebook Messenger (1.3 billion), WeChat (1.2 billion), QQ (617 million), and Telegram (500 million). The largest demographics are millennials at 54% and Baby Boomers at 36%.<sup>24</sup>

Facebook has the most mature active audience than any other current social media site. In American, for example 46% of adults 65 and older use Facebook, and 65% of all adults aged 30-64 are on Facebook.

Youtube has over 2.3 billion monthly users, with one billion hours of Youtube videos viewed daily. Youtube is the second most trafficked website in the world, after Google. 45% of users are female, 55% male. In the US alone 81% of all 15-25 year olds, 71% 26-35 year olds, 67% of 36-45 year olds, 66% of 46-55 year olds and 58% of 56+ year olds use Youtube.<sup>25</sup>

These 2020 trends were a direct result of the COVID-19 virus, during curfews and quarantines people went to social media to find the latest news or escape it. The popularity of social media companies changes with time. Your organization must decide which platform makes sense for their company and whether their target audience is on that platform. Instead of being on every platform, select two or more to be active on, based on audience use. Likewise, as a journalist you must decide what platforms to use, and which ones might help you find sources, build your network and promote yourself, your work and your organization.

Understanding which platforms are the biggest in the world today is valuable, and it's likely YouTube, and WhatsApp will grow in users in Africa in the next few years.

<sup>24</sup> Andjelic, J, 'WhatsApp Statistics: Revenue, Usage, and History,' <https://fortunly.com/statistics/whatsapp-statistics/#gref>, (accessed April 15, 2021).

<sup>25</sup> Iqbal, M, 'Youtube Revenue and Usage Statistics,' <https://www.businessofapps.com/data/youtube-statistics/>, (accessed April 15, 2021).

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## Using Discretion on Social Media

On social media use your best discretion. Understand anything you say online could be someday used in a courtroom- act accordingly. With that in mind avoid libel and slander and remain professional when using social media. In order to separate work life and personal life many journalists create two online identities: one that is a public persona in order to feel comfortable speaking their mind without fear. Avoid publicly endorsing a political candidate online, this shows

partiality and journalism ethics dictate publicly journalists should remain neutral.

Many international journalists use phrases like “views are my own,” or others on their Twitter account to clarify that opinions they share on the platform are not the shared views of their organization. Some newsrooms require these phrases. Consider whether this would be a good idea for you if you use Twitter.

The image displays two Twitter profiles side-by-side. The left profile is for Charlene White (@CharleneWhite), a British TV presenter for ITV News and Loose Women, with 49.1K followers. The right profile is for Kyle Mitchell (@JournalistKyle), a reporter for WOODTV based in Kalamazoo, Michigan, with 1,283 followers. Both profiles include bio information, location, and follower counts.

*Courtesy of Twitter*

## Optimizing Social Media Engagement

Social media optimization (SMO) utilizes social media to grow your company or personal brand awareness and online presence. When done well SMO works strategically maximizing it’s content. SMO works best when there is a social media strategy in place, which works to strengthen it’s visibility online. The key ingredient to a successful SMO is compelling content. Without interesting social media content

even the most thorough social media strategy will be unsuccessful.

To create a social media strategy establish attainable goals. These goals could include: generating leads to the company website, growing an online audience, increasing community engagement, or others.<sup>26</sup>

<sup>26</sup> Barnhart, B, Social Sprout. Para 10 <https://sproutsocial.com/insights/social-media-marketing-strategy/> (accessed March 10, 2021)

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To draft a social strategy a clear understanding of your audience is vital. Refer to the section on personas in the Community Reporting module. Additionally connecting the social media accounts to third party websites like Social Sprout or Hootsuite can automate analytics through it's Group Report settings to pull a set of demographics which can provide useful insight into the audience on each platform.

Nex, take the goals and create measurable metrics to track the optimization. These could include clicks, reach, engagement, and hashtags. Clicks refers to

the number of times someone clicked on a post. Reach is the total number of viewers who see a post. Engagement is the number of interactions including shares, comments or likes of the post. A hashtag is a numerical symbol coupled with a word or phrase which highlights a topic so it's easy for others to find when searching using the same terms.

Once goals and metrics have been established, a consistent posting schedule helps perform within the algorithms.

## Hosting Live Events on Social Media

To host a successful live event on social media, three things are needed: a stable internet connection, promotion, and an interesting theme or topic.

Self promoting or paying for ads will get more visibility and probability of a larger attendance. Most live social media events are in an interview or live music format. They need to be on engaging topics

and/or be entertaining to draw people in and ensure they make time to watch, otherwise viewers may tune in, but quickly leave. Sound quality and lighting also matter, the audience should be able to see and hear the speakers clearly for the event to feel professional. If conducting an interview, just like with radio, prepare some questions, but keep the interview conversational and not formal.

## Best Practices for Mobile Photography and Video on a Smartphone

Shooting photos and video for a news organization is now common. Use these principles of photography to strengthen your technical skills and improve the shot.

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Photo by Matt Artz on Unsplash

**Framing:** Framing is the art of using the visual elements in the scene to create a frame within the edges of an image to draw the eye to the point of interest. Take a moment to study your screen to prevent awkwardly frame a subject. When shooting portraits, natural places to frame a shot are at the collarbone, elbows, hips, and fingertips. Framing at the subject's

chin, wrists, ankles, or knees can lead to awkward compositions. Consider the elements around you when you take an image. Are there interesting elements that can be included in the frame that will help to tell the story? Does the subject fill the frame? Will the viewer's eye be naturally drawn to the subject? Ask yourself these questions, then adjust accordingly.



Photo by Dylan Leagh on Unsplash

**Angles:** Take time to vary your angle and vantage point to change the composition of each photograph you capture of a particular scene. Often, taking an image from an unexpected vantage point will result in a more compelling image than shooting from an

obvious vantage point. Shooting from lower or higher than eye level produces unique angles and different ways to view a subject.

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Photo by Nik Shuliahin on Unsplash

**Decisive Moment:** In photojournalism, the goal is to capture the essence of an event at the pivotal, or decisive, moment. Great photography requires anticipation and impeccable timing. A decisive moment could be the second a swimmer's fingertips hit the

water with his body in mid-air, or capturing a person jumping over a puddle. It's freezing the perfect moment of tension in time. Be patient and capture the decisive moment in a scene.



Photo by Markus Spiske on Unsplash

**Zoom and Crop:** Avoid using the zoom setting when possible as it is a digital zoom which leads to pixelation. Don't overly crop an image this also leads to

low resolution pixelated images. To get closer to a subject walk closer to it before zooming in 5x or more.

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## Video

When shooting video, manually set and lock the focus on your phone; otherwise, it will often attempt to refocus during filming. To begin shooting video, use the horizontal orientation, unless shooting specifically for social media. Apps like TikTok and Instagram's IGTV work best with vertical videos. Put your phone on airplane mode. There is nothing more unprofessional than having a call interrupt your shoot. Clean your lens thoroughly before shooting. Getting quality video for a live broadcast or for online content

requires using a tripod or another stabilizer to avoid camera shake. For on-the-go video, a gimbal is an easy-to-use tool to reduce shake. Change the camera ratio to 16:9 unless your editor requests a different ratio this is the standard ratio for film and tv. Experiment with video apps, the native Android and Apple apps will suffice, or try: Adobe Premiere Rush, Filmic Pro, Moment Pro, and Pro Cam which are amongst the most popular with professionals.<sup>27</sup>

## Conclusion

Social media can be utilized for mining data, finding sources, building audiences, promoting events and hosting live events. However it must use discretion and be aware of tone while using social media to avoid conflict. SMO is an important tool for creating impactful content that engages the audience and is useful for planning content and strategy. Smartphones can be a great tool for recording audio, photography, and video to support your reporting and record events. Social media usage is continuing to grow year over year: perfecting its use and building presences on key platforms is the perfect and affordable way to market your organization and yourself to the audience.

### Debriefing Questions

1. What is data mining?
2. When might an advanced search on Twitter be useful?
3. What does SMO stand for?
4. What is social media reach?
5. What is the ideal ratio for shooting video?
6. Which social media site is the second most visited website online?

### Debriefing Question Answers

1. Answers may vary. Data mining is the process of data journalism. Analyzing large data sets to be repackaged through reporting, data

visualizations and approaches to storytelling.

2. Answers may vary. When trying to find older tweets by a public figure
3. or gathering tweets and opinions on a specific topic and free.
4. Social Media Optimization.
5. Reach is the total number of viewers who see a post.
6. 16:9

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<sup>27</sup> Arthur, R, Photo Photography for Everybody, iPhone Photojournalism Techniques, Amherst Media Publishing, New York, 2021, p. 14, 31, 22.

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Module:

05

# CHANGING BEHAVIOR IN MY COMMUNITY THROUGH REPORTING (SBCC)



Module:

05

## Course Objective:

This course is a comprehensive guide to applying Social Behavioral Change Communication (SBCC) as a journalist. This course will provide guidance for journalists of every discipline, social media managers, and news management. By the completion of the course journalists will have a clear understanding of how to apply SBCC to their reporting and design a SBCC project from start to finish.

## Structure of the Module:

1. Introduction to SBCC
2. Strong communication
3. Influences on behaviour
4. SBCC and Journalism
5. Define a problem you want to solve through SBCC
6. Creating, Implementing and Monitoring
7. Evaluating against objectives

## Facilitator Notes:

SBCC is effective in influencing positive change in communities. Learning the life cycle of a SBCC project from start to finish will build the journalist's ability to plan, implement and monitor an SBCC project. Using the exercise in creating a SBCC project plan on malaria gives them first-hand experience in the considerations that go into the planning of a behavioral change project. The topic was selected because it is relevant to South Sudan. This will allow journalists to think of new and innovative ways to communicate and change behavior around this issue. Creativity is important, but so is practicality these projects should be realistic. These project ideas must not employ fake science or technology that hasn't been invented yet- if the journalists veer in this direction, help them course correct. Walk through the classroom while they are working on these projects

and feel free to ask questions and challenge their ideas to help them consider obstacles of influence.

While discussing communication skills and body language make a note of the student's unconscious body language, pointing examples out as needed. Refining their awareness and commitment to improving their communication skills will improve their ability to enact social change and their competency as a journalist at large. Help them to understand that women and men communicate differently, and so do extraverts and introverts. Yet applying the basic skills to their own communication style is more authentic than adopting a completely new communication style.

## Term Glossary:

- **Social Behavioural Change Communication (SBCC):** Strategic communication to influence change in knowledge, and behaviors.
- **Parroting:** A form of mirroring that replicates the body language of another person.
- **Empathy:** The ability to put yourself in someone else's position and share in their emotions.

## Key Course Takeaways:

- SBCC can be broken down into three key ideas: communication, social change, behavioural change.
- Good communication skills are necessary for SBCC and journalists.
- Journalism is objective, SBCC is not, but there are a lot of similarities and ways they inform one another.
- The journalism mindset can be useful in both the research and monitoring phases of SBCC.
- SBCC is most successful when focusing on a single issue, not multiple issues to solve.

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## Introduction to SBCC

Social Behavioural Change Communication (SBCC) applies communication strategies backed by behaviour science to positively influence knowledge, attitudes and social norms among individuals, institutions and communities.<sup>28</sup> More simply put, SBCC uses strate-

gic communication to educate and influence change in behaviors.

SBCC consists of three key elements: communication, behaviour change and social change.



**Communication:** Like the work done in creating personas covered in the Community Reporting Module, for SBCC, a solid understanding of the needs of a target audience are essential for adapting planning and messaging across chosen communication channels.



**Behaviour Change:** Strategies and interventions which initiate intended positive changes in behavior for improved social outcomes.



**Social Change:** Societal shift in a population's outlook and attitudes in policies with broad impact and a willingness to participate in improved conditions.

## Influences on Behaviour

The primary change interventions of SBCC are attitudes, behaviors, knowledge, social and cultural norms, and conventions. SBCC builds on the Social Ecological Model developed by American psychol-

ogist Urie Bronfenbrenner. In this model a person has a series of concentric circles of influence. Each level of influence can affect behavior in positive and negative ways.

<sup>28</sup> Centre for Social Behavioral Change Communication, What is SBCC, 2021, <https://www.centreforsbcc.org/what-is-sbcc/>, (accessed April 22, 2021).

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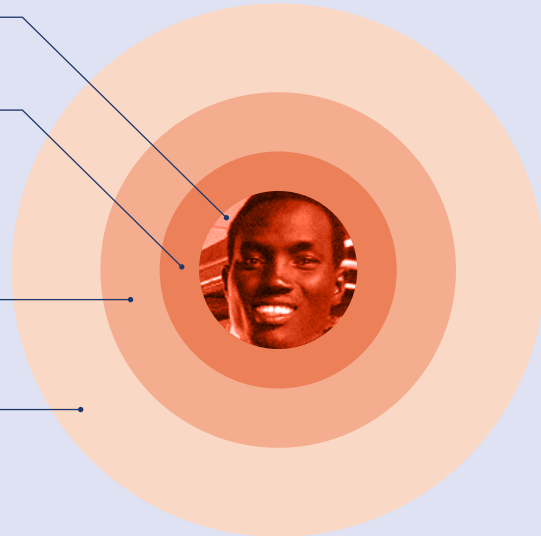
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**Individuals:** Behaviour such as skills or beliefs within an individual.

**Interpersonal or Family and network:** Behaviour is influenced by family and people within close social circles.

**Community:** Situational influence from social and hierarchical relationships in a wider community impacting access to information.

**Social/Structural:** Macro-environment social norms influences which include leadership, religious values, media and technology which directly inform behavior.<sup>29</sup>



## Strong Communication Skills

Good communication skills are necessary for SBCC and journalism alike. For good communication both parties communicating must understand the message discussed. Sometimes this requires being an active listener and using non verbal responses like nodding instead of talking. Good communication could be asking clarifying questions to ensure alignment. It could also be listening and parroting what was said back to the other speaker to see whether you fully understand what was said. These methods are valuable in journalism and in SBCC. Having empathy in the person you are interviewing or speaking too helps develop collective understanding. Empathy is the ability to put yourself in someone else's shoes with the capacity to emotionally feel another person's struggles.

**Instructor:** 15 mins. Class breaks into pairs for a peer discussion. Ask them to ask each other to talk about

*a time where they experienced empathy. Then ask about a time when empathy at work or in the community was lacking and could have helped. Then ask the journalists to discuss a time when they did not have empathy in a situation but recognize how it would have been useful in a conflict. The purpose of this exercise is to give the journalists perspective into how empathy can be a powerful tool in reporting and be able to identify how the lack of empathy can by contrast be a blocker in community reporting.*

Building empathy for people in the community breaks down preconceptions and social barriers and allows individuals to discover what an individual might want to change. People often confuse empathy and sympathy. Empathy is a stronger emotion and can be far more useful in SBCC, as shared empathy can make communication effortless.

<sup>29</sup> Bertram, K, Serlemistos, E, Clayton, S, John Hopkins University, 2020, <https://sbccimplementationkits.org/sbcc-in-emergencies/learn-about-sbcc-and-emergencies/what-is-social-and-behavior-change-communication/>, (accessed April 22, 2021).

## Body Language

Body language is another effective tool for good interpersonal communication, journalism and SBCC. Body language is something that is easily overlooked by reporters because it is often unconscious behavior. Practice greeting people in a way that is culturally accepted. Whether that is shaking hands, embracing, bowing or nodding. In conservative Islamic cultures be aware of gender segregation, and do not touch a person of the opposite sex in greeting. Notice the posture and hand motions of the person you are speaking too. Crossed arms, failure to make eye contact, tapping feet or twitching are signs someone is uncomfortable. When detecting these symptoms

adjust your own body language and shift the conversation to something neutral to put them at ease. Lean in towards them with and smile more often showing you are open to receiving them.

It's important to note that body language can be cultural and influenced by societal gender norms. Having awareness of body language and how it affects communication shows high emotional intelligence needed for SBCC. In larger groups someone who is showing closed body language might be feeling left out, it's a good opportunity to call them in to include them.

## SBCC and Journalism

SBCC is communication with an agenda. True journalism is neutral and without an agenda. There are of course exceptions such as opinion columns, letters to the editor, or advertorial work. There are also media organizations which staunchly deliver news from one political leaning (i.e. conservative, right, left, socialist, etc.). Those exceptions aside, in an ideal world journalism doesn't have a perspective, it is simply a delivery of facts.

Yet, journalists should still learn SBCC to have a better understanding of how influential communication can lead to tangible change. This will help show the gravity of the work and the power information has on society. SBCC can also be a useful tool for journalists when providing public service information, reporting on health outbreaks, or urging the public to get the COVID-19 vaccine.

The powerful influence of the media can be harnessed using SBCC to enact positive change in the community. From wide ranging campaigns like ending FGM to encouraging plastic recycling, journalists can use SBCC within their communities to bring change on issues big and small.

In instances when the media is not involved in a community SBCC project, they will be likely called upon at the completion of a project to help share the results, statistics, and measured improvements with the public. In fact many SBCC projects involve the media to report at the start, middle and end of a project as they are deeply grounded in the community, and can be positive community reporting stories.

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## Define a Problem you Want to Solve through SBCC

To begin Social Behavioural Change Communication first identify a cause or problem to solve. The cause must be something that is achievable in a relatively short amount of time. To be successful, focus on a single issue, not multiple issues.

For example, a project on improving prenatal care at home, should be focused on this issue alone. It should not include postpartum depression, infant mortality, and fertility trouble. While each of these subjects is important and could be targeted through SBCC they would be more successful if a project were dedicated to a single topic. To use the popular idiom don't try to boil an ocean, or take on too big an undertaking.

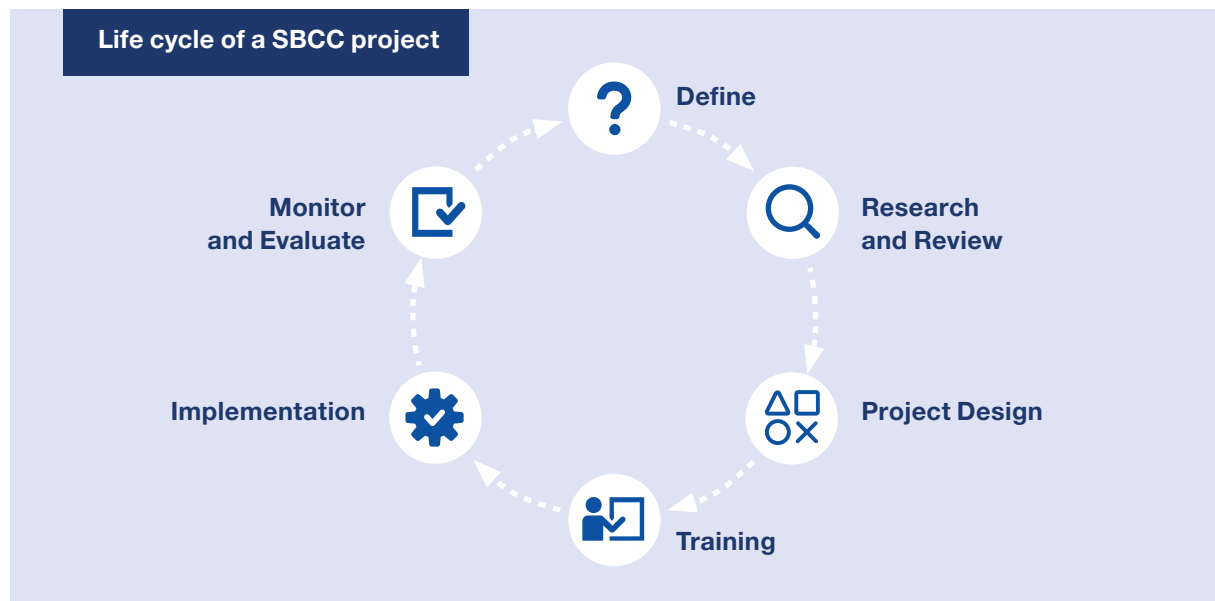
To establish a case for SBCC several methods can be used. From data journalism, to community surveys, to securing international CSO funding- there are a number of ways to arrive at a subject. Engaging in the community early in this process will help gain support.

Once an issue is chosen, begin to understand it thoroughly through research and community outreach. Consider the four w's and how discussed in the Community Reporting Module. Find out how the issue affects the community directly. You can hold informal or formal meetings to discuss community members' direct experience if necessary. Using the journalism mindset and intuitive thinking will help guide you through this step.

## Creating, Implementing and Monitoring

SBCC can be effective and applied to health pandemics like COVID-19. It was used in over 70 HIV

prevention programs worldwide 1986 to 2006 which led to an 18% condom use and 8% decline in HIV.<sup>30</sup>



<sup>30</sup> The Health Communication Capacity Collaborative, October 5, 2015, <https://www.youtube.com/watch?v=RN0F7jAFkgw>, (accessed April 24, 2021).



### Research and Review

After the defining process create a short thesis statement for the project including goals and objectives. These will be monitored and referred to throughout the SBCC process. These goals should be measurable through data collected before, during and after the project. Once established begin research to gather the initial data points for the project and do an internal review of the findings.

The initial research will help provide insight into the audience. SBCC is firmly grounded in community outreach. Having a solid understanding of the audience will help answer the requisite questions and help identify barriers.

Such as:

What motivations drive their behaviors?

How and what resources do they have?

How do they access information?

Are there any gatekeepers or constraints at a community level?



### Project Design

Involve key stakeholders to help with the project design. These stakeholders could be people within the community or your organization who add valuable perspective. If partnering with another organization or CSO align on the project design before getting started. The project design lays out how you plan to educate a population and executive SBCC. The project design outlines what success rate expectations are based on the initial data points gathered.

If, for example, the project about containing malaria spread. Understand what contracted statistics, education, and prevention is already available and where it falls short. Then outline what could be done better to help combat malaria in the community. If the campaign's focus is on reducing exposure at home the approach and messaging will be different than if the focus was combating malaria in livestock. The SBCC project design should be tailored to each issue, challenges in implementation, and intended outcomes.

Then spend 15 minutes for each group to present their project design to the class. Note any similarities or differences in the projects and approaches. The purpose of this exercise is for the journalists to have a chance to apply the above steps into an actual South Sudan issue and come up with a plan for executing it for optimal behavioral change. This exercise should give them understanding into the challenges they might face with SBCC and ways to mitigate.



### Training

The training stage involves training your internal team and respective stakeholders on the methods of deploying SBCC. If working in a smaller group this phase can be shortened or skipped. It's important that each person working on the project has a uniformed message, knows the audience and has a clear understanding of how human behavior motivates decision making.

It's a good point in time to review the goals and objectives and research data, before implementation of the project. Be sure everyone is aware of how this issue is currently being addressed in the community and why this different approach will enact change.



### Implementation

Every SBCC project has a start and finish timeline, even ongoing projects with multiple phases. Implementation looks different for every SBCC project given the objectives and framework of the project.

As journalists working on an SBCC project could entail a series of public service announcements and radio interviews. Alternatively, an SBCC project could host the entire implementation phase on social media. The way the project is implemented will correspond with the most effective way to reach your audience with the most likelihood of converting behaviour. This will be different in different areas. SBCC is not a one time communication tool, to make a paradigm shift in the behavior of a group of people, active and continued communication and repetition is required. Public endorsements from government, community leaders and journalists can also go a long way in shifting public opinion and making meaningful change.

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### Monitoring and Evaluation

Collect data following the completion of the implementation phase. Analyze it with the initial metrics gathered at the beginning of the project to learn where the behavior strategist worked and for whom it worked for.<sup>31</sup>

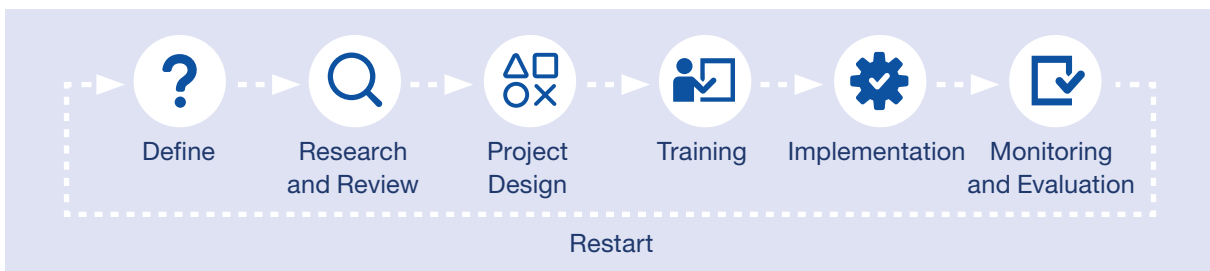
If the project was sponsored or partnered with another organization ask if they want involvement in the monitoring and evaluation phase. Some CSOs want to work closely on establishing the final report while others only want to receive the final report.

In the evaluation include any obstacles, delays or disruptions that may have interfered with the success of the project. It is rare that a project does not come

into delays or obstructions, but it's useful to note any which may have impacted the results or success rate of the outlined goals.

After the report has been filed, draft a press release and contact the media or work with your journalism colleagues to share in the data and results. To give the project more authority it is often best to have someone external to the project make this public announcement as they will be unbiased in their reporting.

If the project is replicable or on-going, look to iterate on the steps of the life cycle of a SBCC project to give the project more depth in future additions.



## Conclusion

Social behavioral change communication is growing in use throughout the world because it is so effective in promoting positive change in communities. A firm understanding of how to create and implement an SBCC project is incredibly useful for journalists, and even if not doing a full SBCC project, many of the key steps could be applied to general project management. Journalism is neutral while SBCC has an agenda, but there are instances such as public service projects where journalists can be some of the best administrators of SBCC.

### Debriefing Questions:

1. What is the first step in the SBCC life cycle?
2. What unconscious message does crossed arms or no eye contact give?
3. Why is the training step needed on SBCC?
4. Is shaking hands of someone of the opposite sex an appropriate greeting in a Islamic community?
5. Which is not included as a level of influence in the Social Ecological Model?
  - a. Community

<sup>31</sup> Sight and Life, "Behaviour Change Communication Webinar," April 25, 2018, <https://www.youtube.com/watch?v=QyRdpzolbaQ>, (accessed April 24, 2020)



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- b. Individual
- c. Economy
- d. Family

**Debriefing Question Answers:**

1. Define.
2. Answers may vary. Someone is uncomfortable.
3. Answers may vary. It's important that each person working on the project has a uniformed message, knows the audience and a clear understanding of how human behavior motivates decision making.
4. No. It is not permitted. Be aware of what the social que's and norms are for improved communication.
5. Economy.

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Module:

06

# HUMANITARIAN REPORTING/ COVID-19 AND JOURNALISM



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## Course Objective:

This course is a comprehensive guide to crisis reporting amidst humanitarian and health crises. This course will provide guidance for field reporters, breaking news reporters, and management. By the completion of the course journalists will be prepared for reporting safely in crises, equipped with mental health coping mechanisms, and be able to navigate the challenges of reporting on vulnerable communities.

## Structure of the Module:

1. Navigating independent journalism amid government corruption, harassment, and instability
2. Field reporting, health and safety precautions for journalists
3. COVID-19 and navigating health crises on the ground
4. Stress and trauma reporting best practices, emotional toll of reporting in a crisis and resources for support
5. Refugee crisis and reporting on disenfranchised groups
6. Transnational journalism and better reporting across borders

## Facilitator Notes:

Most South Sudanese journalists will be acutely aware of the health and humanitarian challenges that the country faces, some may already have experience reporting on these issues. Invite those journalists to share their stories. In this module establishing a safe space with trust and confidentiality for the things said in this class is important. The discussions during this module range from government corruption to mental health issues. Some may want to share their own emotional stories, try not to force others to speak during these discussions because doing so might be triggering to some. Be prepared for the possibility of some journalists not wanting to share their stories to the class, but may want to speak to you about them after the end of class, set aside a little time with this in mind.

The case study in this course reviews an ethical dilemma of a reporter working with sexual assault survivors. This is the perfect case study as it ties in the ethics of journalism from the first class with crisis reporting so the journalists should be able to decide what decisions they would make in that situation. The answers may vary, and if so probe into why, but do so gently given the sensitivity of the material.

Some of the precautions to take in field reporting might seem extreme, but ensure that the journalists are not dismissive as implementing these steps in a disaster could save their lives.

## Term Glossary:

- **Burn out:** Complete physical and mental exhaustion, often to the point of hospitalization.

## Key Course Takeaways:

- Journalists have an important role in sharing precautions to limit the spread of a virus and promoting safe behaviors.
- Transnational journalism is useful especially in larger crises like pandemics, and climate change.
- Field reporting can sometimes be dangerous. Plan ahead and practice best health and safety measures to reduce risk and injury.
- Mental health resources may not be abundant in South Sudan, but there are many online resources that are free and available on demand.
- Use science backed research when reporting on health crises and be skeptical of magic cures like virus removal cards.
- Reporting on refugee crises is challenging, however a more balanced approach discusses all angles in equal measure.
- Citizen journalism and social media can be a powerful tool to share and disseminate information about government corruption and injustice.

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## Navigating Independent Journalism amid Government Corruption, harassment, and instability

One of the biggest challenges for journalists in South Sudan today is navigating the enforcement of the National Security Service (NSS), who have taken information surveillance to well documented abuse of power. These include attacking government critics and journalists, confiscation of property, arrests, rape and torture. These human rights crimes have been well documented by the Human Rights Watch, and other international agencies.<sup>32</sup>

In April 2021 President Salva Kiir promoted a top official of NSS, Akol Koor Kuc to First Lieutenant General, a move that completely disregards the crimes of the NSS that occurred under Kuc's watch. Unfortunately this move shows that the current South Sudan administration is not inclined to seek reform for the NSS, or accountability for the actions of its officers.<sup>33</sup> This system creates many obstacles for independent journalism.

The media can play a big role in fighting corruption through investigative journalism by exposing the public to these acts and fighting against impunity. However in a society like South Sudan where there

is no free press or freedom of information laws: proceed with caution. Partnering with NGOs like the Anti-Corruption Fund, The Human Rights Watch and others can be one way to get support and share information with some level of anonymity.

Freelance journalists are even more vulnerable without the support of a news organization to protect or vouch on their behalf and the lack of institutional government protections. This is leading many of the loudest South Sudanese voices in freelance journalism to move abroad.

For additional support, consider joining The Union of Journalists in South Sudan (UJOSS) whose mission is to fight for the welfare and rights of journalists, promote free press, access to information, human rights, rule of law and good governance. This active union has been registered nationally since 2004.

## Citizen Journalism and Social Media

Utilizing social media to empower 'citizen journalism' can also be a useful tool. There are many famous international cases where injustice was done by the government or law enforcement and with the help of citizen journalists a case could be made against them. One such example is the recent American killing of George Floyd by Officer Derek Chauvin in Minneapolis. Chauvin, who upon arresting Floyd wrestled him to the ground, held him down and used an illegal hold

by kneeling on his neck for nine minutes till Floyd died. In America police brutality targeting Black and Brown citizens is a huge systemic problem. However, with citizen journalism and the use of smartphones more and more of these abuses of power are being broadcast, shedding a light on this issue and creating a forum to discuss widespread police reform. While many of these cases court verdicts rule in favor of the officers, some like Chauvin are being found

<sup>32</sup> Human Rights Watch, "What Crime was I Paying For: Abuses by South Sudan's National Security Service," p. 8-13, [https://www.hrw.org/sites/default/files/media\\_2020/12/southsudan1220\\_web.pdf](https://www.hrw.org/sites/default/files/media_2020/12/southsudan1220_web.pdf), (accessed April 20, 2021).

<sup>33</sup> Nantulya, C, Human Rights Watch, "South Sudan Government Reshuffle Emboldens Rights Abusers," <https://www.hrw.org/news/2021/04/14/south-sudan-government-reshuffle-emboldens-rights-abusers>, (accessed April 20, 2021).

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guilty- this would not have happened without multiple footage recorded by witnesses on the scene and shared online and on television. Strength in numbers

through social media advocacy and campaigns can result in real change.

## Field Reporting, health and safety precautions for journalists

**Instructors:** Ask what safety precautions journalists currently practice. Be sensitive in this discussion as it may trigger some stories from the field that may be troubling. It's possible some of the journalists do not currently take or are aware of any safety precautions. It will be helpful for these journalists to hear what their fellow journalists currently do to protect themselves. The purpose of this exercise is to share best practices and get the journalists to be more intentional with their safety.

Field reporting can be rigorous, it's best to be prepared for any situation. Be sure to carry a notebook, water bottle, comfortable pair of shoes and a compact first aid kit. Being a journalist has its dangers and when working in the field things can escalate quickly. Should you find yourself reporting in dangerous conditions these things can help protect you.

- Wear clothing you'll be able to run in, if you have too.
- Identify multiple routes to safety, not just one to plan ahead.
- Stay alert to avoid tunnel vision in reporting so you don't compromise your safety.

- If your safety is threatened, leave before violence occurs.

### In Instances of an Attack or Injury

- If being attacked and unable to run, your head is the more vulnerable part of your body. To best protect it, drop to the ground and roll in a ball with your hand over your head.
- Try to stay calm to avoid going into shock.
- Show the police your press credentials and seek protection.
- Use a first aid kit or seek medical help immediately.
- Document any injuries in images, voice or writing in case you need evidence later.
- For mental health guidelines see the below section on mental health resources.



## COVID-19 and Navigating health crises on the Ground

COVID-19 is the largest global pandemic of our time. The virus quickly became politicised and there is a massive amount of misinformation about the virus being propagated. Early in the pandemic top-level South Sudanese leaders began wearing Japanese manufactured virus removal cards, which claimed to repel the virus. These cards were expensive to buy

and ineffectual with no basis in science, but the endorsement by government officials for a time gave them legitimacy. This is a prime example of wealth disparity in healthcare in South Sudan, the limited capacity of the healthcare system and how the lack of transparency due to corruption has left millions vulnerable.<sup>34</sup>

<sup>34</sup> Adeba, B, The New Humanitarian. 'What the curious case of COVID prevention cards says about South Sudan's Health Crisis,' April 12, 2021, <https://www.thenewhumanitarian.org/opinion/2021/4/12/what-covid-prevention-cards-say-about-south-sudans-health-crisis>, (accessed April 16, 2021).

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Being a journalist during any pandemic is challenging, being a journalist and navigating the above outlined obstacles on top of a highly contagious virus is an even bigger challenge. This is where community reporting, and SBCC are excellent resources to inform field reporting, refer to these modules for direction. The media can play an impactful role in storytelling and sharing precautions to limit the spread of a virus, and promoting safe behaviors. It's critical to refrain from using untrue or sensationalism when reporting on COVID-19 or other health crises. Rather use credible sources like healthcare professionals, scientists, and academics, both domestically and working for the World Health Organization or Global

Security Index.

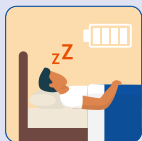
When reporting on COVID-19 and other outbreaks it's helpful to learn the basics of epidemiology to have a clearer understanding of how the virus affects the system and spreads. Follow mandated regulations, practice social distancing, practice good hygiene and clean hands regularly. Fact checking is critical before publishing in order to prevent misinformation.<sup>35</sup> When reporting on COVID-19 use "the COVID-19 virus" rather than words like the plague or nicknames like "the Wuhan coronavirus," or "Chinese virus" which show prejudice and stigmatize the Asian community.<sup>36</sup>

## Stress and Trauma Reporting Best Practices: Emotional toll of Reporting in a Crisis and Resources for Support

Humanitarian reporting can take an emotional toll on journalists. Journalism is already a high stress job, even without working crises.

Mental health is incredibly important and it's something journalists can not afford to take for granted. Field reporting can range from a calm environment to dangerous in the span of a single day, depending on what is covered.

### To avoid burnout practice these steps:



- Get plenty of sleep.



- Eat healthy and avoid dehydration when possible.



- Find someone you trust and can talk to whether it's a friend, minister, or a clinical professional.



- Take a break. Whether it is stepping away from your screen for 15 minutes or taking a couple days off from work.



- Practice meditation or calming breathing exercises.



- Avoid coping mechanisms that are unhealthy such as drinking heavily or reckless behavior.

<sup>35</sup> World Health Organization. 'COVID-19 An Information Guide: Advice for journalists,' p 3-5, <https://en.unesco.org/news/tips-journalists-covid-19-coverage>, (accessed March 28, 2021).

<sup>36</sup> World Health Organization. 'COVID-19 An Information Guide, Advice for journalists.' p 3-5. <https://en.unesco.org/news/tips-journalists-covid-19-coverage>, (accessed April, 10, 2021).

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In 2019 there were reportedly only three practicing psychiatrists in South Sudan, on top of an underfunded health system. However there are many online

resources that are free and accessible 24/7 to help with any mental health questions or problems.

### Here are a few:

**Health Unlocked:** With the motto 'empowering self care' Health Unlocked, has communities and message boards on various topics and interests, it has a health blog, and a medical glossary. <https://healthunlocked.com/>

**7 Cups:** With the motto 'you are entering a safe place full of caring people,' 7 Cups is a live chat group with trained active listeners in 189 active listeners who speak 140 languages. Additionally, they can help map out a growth path with teaching skills to improve mental health. They even have an app. <https://www.7cups.com/>

**Bliss:** Centre for Interactive Mental Health Solutions has a program called Bliss which built a free interactive online therapy program of eight sessions aimed to teach how to monitor, manage and improve mental health. <https://cimhs.com/>

**IAMALIVE:** Suicide intervention, awareness and education through an online crisis chat line. <https://www.imalive.org/>

**InsightTimer:** This sleep, anxiety and stress app for mobile or desktop users offers guided meditations, live online yoga classes, and calming music aid in relaxation. <https://insighttimer.com/>

## Refugee Crisis and Reporting on Disenfranchised Groups

The South Sudanese refugee crisis of 2.2 million refugees living in five neighboring countries, is currently the largest refugee situation in Africa. Much of the media coverage of refugees focus on the obstacles they face in their journey to obtaining safety, while completely ignoring why they might be fleeing their homes. Reporting on this issue can be challenging however, a more balanced approach discusses both in equal measure.

Country to country there is a vast difference in how each report on asylum seekers. Those variants don't stop there, even within a country how this issue is reported from one press outlet to another is significant.<sup>37</sup> Due to the controversial topic, much of the

media politicises these stories with leaning towards one political party or another, more or less sympathetic to these groups of people. Consult your organization for guidance on their policies for reporting these issues, and use your best judgement with some special considerations to disenfranchised groups who have little social support.

When reporting on vulnerable communities and individuals consider DEI and gather interviews from different ages, backgrounds and genders when possible. Also consider making the sources anonymous if sharing revealing their name could put them in danger, though be aware that in doing so the article might not hold as much gravity.

<sup>37</sup> Berry, M, Garcia-Blanco, K, MooreCardiff School of Journalism, 'Media and Cultural Studies, 'Cardiff School of Journalism, Media and Cultural Studies', [https://www.unhcr.org/56bb369c9.pdf\\_p.10-11](https://www.unhcr.org/56bb369c9.pdf_p.10-11) (accessed April 18, 2021).

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### Case Study

The Markkula Center for Applied Ethics at Santa Clara University in the United States cited a recent challenge a reporter encountered when covering a story on sexual misconduct on the university campus. A recent US federal guideline change now requires colleges to allow the accused student to cross-examine the alleged victim in a court hearing, and bans the use of single investigators. The Violence Prevention Program and Feminists of Justice advocacy groups worry this policy change will discourage sexual assault survivors from speaking out. This policy could also trigger mental health problems in requiring a victim to relive violence in a public arena.

The university student reporter interviewed sexual assault survivors and found that they were now too afraid to report the crime and worried about social stigmas. The victims asked that their names be redacted and for anonymity. In granting anonymity the reporter is both protecting the source and inadvertently perpetuating taboos around sexual assault and the silencing of women, and losing some credibility in the report without naming a real person.<sup>38</sup>

## Transnational Journalism and Recommendations for Better Reporting across Borders

Transnational journalism, also known as global journalism, is a style of journalism with a global lens covering issues that transcend international borders affecting larger groups of people like COVID-19, regional droughts, or climate change. Transnational journalism practices the international standard of journalism ethics, see the course module on this topic for more information, and practice global objectivity.

Building a network within your community and country is a necessity. Additionally, building an international network will help develop reliable information streams when reporting on crises abroad. It's prudent to establish these relationships ahead of any major crisis, for a strong foundational rapport. This is not always possible given the fast paced nature of breaking news. If cold calling journalists be polite, give context, and be direct when asking for help with your story. Most journalists across borders will be willing, if able to help. Maintain those connections and make

it a reciprocal relationship so the reporter knows they can rely on you for help with stories and statistics from South Sudan. If needing additional help finding contacts across borders social media is a great resource. International embassies may also be able to provide support or access to interview an ambassador.

### Here are some additional resources:

To find email addresses use Hunter: <https://hunter.io/>

World Bank data: <https://data.worldbank.org/>

For links US based Embassy of the Republic of South Sudan: <https://www.southsudanembassyusa.org/>

Funding for global reporting grants from The Pulitzer Center: <https://bit.ly/3ghLLoW>

<sup>38</sup> B. Rios, Makkula Center for Applied Ethics, "Naming Survivors of Sexual Assault," June 7, 2019, <https://www.scu.edu/ethics/focus-areas/journalism-and-media-ethics/resources/ethical-considerations-for-student-reporters-and-editors/naming-survivors-of-sexual-assault/>, (accessed April 30, 2021).



## Conclusion

Humanitarian reporting, crisis reporting and field reporting during pandemics have their own set of challenges, the tips outlined in this course overview ways to best prepare and navigate the work as safely as possible. When reporting on pandemics like COVID-19 relying on science based information is critical to avoid misinformation. Special considerations should be made when reporting on refugees, victims, and disenfranchised groups to avoid making them even more vulnerable. Do not ignore mental health and self identify stress and trauma from the job, seek help if necessary.

### Debriefing Questions

1. What's another term for global journalism?
2. If physically attacked what part of the body is most important to shield?
3. In 2019 how many psychiatrists' doctors were there in South Sudan?
4. Name one international health organization that can be referenced when reporting on health outbreaks?
5. UJOSS is an abbreviation of what?

### Debriefing Question Answers

1. Transnational journalism
2. The head
3. Three
4. Answers may vary two possible ones listed in the text are: World Health Organization and Global Security Index.
5. The Union of Journalists in South Sudan

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