
UNIT 13 NEWSROOM OPERATIONS

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13.0 INTRODUCTION

In this Unit, we shall discuss the newsroom set up and functions of print, online and electronic media. The creation of news content is an elaborate process handled by trained journalists. They work in a cohesive fashion under different wings headed by an editor, and reporting to their departmental heads. Since, a media organisation works under a tight deadline, it is

imperative for these professionals to adhere to a set pattern of workflow and functions to cater their audience.

As a mass media, television is in an altogether different league and follows a more complex path to producing and distributing content as compared to newspapers. Since, TV is ‘realtime’ news medium, it has to keep track of the latest happenings to keep its readers informed. This is rather imperative in this era of digital news spectrum with people equipped with smartphones for consuming content.

This Unit will explain how news is gathered, edited and disseminated in a presentable manner. It will touch upon the emergence of online or digital media, and how it is distinct from the print media outlets.

13.1 LEARNING OUTCOMES

After going through this unit, you should be able to: -

- Discuss the working mechanism of newsroom across the media spectrum viz. print, electronic and digital;
- Explain the functions of newsroom such as newsgathering, selection, editing and page making;
- Analyse the structural difference between newspaper, magazine, TV, digital media;
- Describe the emergence of online media and its working mechanism;
- Use the vocabulary of a TV newsroom.

13.2 FUNCTIONS OF A NEWSROOM

Newsroom is the heart of a newspaper where information is processed for creating content. The editorial and reporting wings constitute the Editorial Department, which also comprises supporting arms of photo and designing.

A typical newsroom functions in shifts. The first shift starts in the morning, when Editor calls a meeting for the analysis of news coverage and comparing it with the rival papers. The meeting discusses the news agenda for the day and areas of improvement. It is like a warm up session for the desk and reporting teams to plan their workflow accordingly.

In the afternoon session, the editorial staff such as news editor, chief sub editor, sub editor start the process of editing the copy submitted by the reporters. The workflow accelerates in the evening to meet the print deadline. Depending upon news worth, the lead news and the placement of other items on different pages is decided before giving the final ‘proof’ to the Editor. After due diligence, which includes the feedback from the advertising and promotions department regarding the placement of ads and commercials, the final design, layout and pagination is determined by the editorial department for publication.

The editorial team is supported by other staff handling activities such as typing, photo editing, illustration, page designing etc. Thus, a newsroom

undertakes the activities of news gathering, new selection, editing, page layout and designing. In effect, the newsroom is the crux of a news organisation that handles the most important function of gathering and processing information for distribution either through physical publication (print media), digital publication (digital/online media) or broadcast/telecast (electronic media).

13.3 EDITORIAL STRUCTURE OF A NEWSPAPER

The editorial structure of a newspaper comprises a team of trained journalists, as discussed below: -

Editor/Chief Editor/Editor-in-Chief: An experienced and professional journalist heading a newspaper is known as the Editor or Editor-in-Chief. S/he supervises and controls all the newsrooms including multi-edition newspapers. S/he is also responsible for the editorial page, which is considered to be the voice of a newspaper.

Executive Editor: S/he executes the vision of the Editor-in-Chief into reality. In the absence of the Editor-in-Chief, s/he handles and supervises the activities of newsroom.

Resident Editor: In the case of multi-edition newspapers published from different cities, a Resident Editor heads the particular edition(s). The Times of India, Hindustan Times and Dainik Jagran are examples of multi-edition newspapers. Thus, a Resident Editor serves as extended arms of the Chief Editor at the local level and supervising the editorial and reporting wings.

Assistant Editor: An Assistant Editor assists the Chief Editor in writing an editorial, looking after the feature page and supplements etc.

News Editor: S/he is a key person in newsroom, who decides the selection and rejection of news and assigns it on various pages depending upon news worth. S/he stays in close contact with the news and reporting wings for coordination. In small newspapers, the chief sub editor performs the duties of news editor.

Chief Sub/Copy Editor: S/he distributes news items to sub editor for editing and pages for designing. S/he decides the length and breadth of content. The chief sub editor keeps a tab on major happenings. S/he coordinates with the news and reporting wings for better coverage and consults with the advertisement and circulation wing.

Senior Sub/Copy Editor: S/he mediates between the chief sub editor and sub editors for the smooth functioning of a newsroom.

Sub/Copy Editor: It is the entry level job profile in a newsroom. S/he actively engages in tasks such as news editing, processing and page designing etc apart from rewriting a piece, giving pointers to a news item, giving caption to photo, and at times translating news item from English to the concerned language. Most journalists start their career as trainee sub editors before getting bigger responsibilities.

13.3.1 News Wing

While the News Desk is the central place, where actual news operation takes place, there are specialised desks in big newspapers such as Business Desk, Sports Desk, Foreign Desk, Film Desk, Desk for Sunday Magazine and Special Pages. Mostly, these desks function as independent arms. For example, the Business Desk executes the coverage of the share market, entrepreneurship, financial activities etc. The Foreign Desk executes the coverage of international developments, foreign visits of President, Prime Minister and prominent leaders.

13.3.2 Reporting Wing

The Reporting Wing is the primary source of generating news items and content for a newsroom on a daily basis. It not only reports news worthy events, but promotes newspaper as a brand. The most common job profiles in the reporting wing are reproduced as under: -

Bureau Chief: Bureau Chief is a key person who leads central bureau from where a newspaper is being published. S/he leads a group of reporters and assigns them duties. S/he co-ordinates with news wing in consultation with the news editor and appraises the Editor of major developments. At times, s/he also leads the local bureau offices where newspaper's circulation and news worth is substantial.

Special Correspondents: They are the most experienced members of the editorial wing who cover national and international issues. The foreign visits of President or Prime Minister, cabinet meetings, parliamentary and legislative sessions are generally covered by the special correspondents.

Chief Reporter: Chief Reporter covers major events in the city or district and assigns duties to reporters. S/he plans special stories and cultivates sources of information at various levels for getting timely inputs for a news story. S/he builds rapport with senior officials and politicians to keep track of the latest decisions and developments.

Senior Reporter: Senior Reporter also covers major happenings. In the absence of chief reporter, s/he performs duties such as assigning tasks to the reporters, supervising them and coordinating with the chief sub editor in the newsroom.

Reporter: Each reporter is assigned a specific coverage area or beat by the Editor according to their ability, experience and interest. For example, a reporter could get to cover a political party or local crime beat.

Stringer: Since it is not financially viable to recruit reporters in each city and area, a newspaper appoints stringers for coverage. They provide news items from their specific areas. They are not regular employees of a newspaper and are paid according to the size or words written in a story.

Moreover, there are other sources of news such as news agencies, press release, press hand-outs and press communiqués issued by the different organisations.

News Agencies: News Agencies are the main source of bulk supply of news content, articles, photographs, videos etc. They sell content to newspapers, news channels etc. The prominent news agencies are Press Trust of India (PTI), United News of India (UNI), Indo-Asian News Service (IANS) apart from foreign news agencies such as Agence France Presse (AFP), Associated Press (AP), Reuters etc.

13.3.3 Photography Wing

‘A picture is worth a thousand words’ goes an old saying and aptly so. A photograph and its caption add value to an accompanying news item by providing a glimpse of action and unfolding development. The following are the members of the wing: -

Photo Editor: A Photo Editor is mandated to select the best photos or pix for a newspaper in consultation with the Editor. The selection of an image involves determining the optimum value addition to the accompanying news item.

Chief Photographer: Chief Photographer is the second in command in photography wing. S/he covers major events including visit of a dignitary or celebrity, public meetings, cultural programmes, demonstrations, exhibitions, accidents etc.

Photographer: Big newspapers have a big crew of photographers, who are assigned duties on the basis of their specialisation and skill by the Photo Editor. Working under strict deadlines, s/he moves to different places and captures images of major events for submission to the newsroom with good captions

13.3.4 Desktop Publishing Wing

This wing provides technical support to the newspaper. It designs illustration, logo and caricature for a news story, and determines font size, color, ad design etc in consultation with the Editor. Although, the Desktop Publishing staff members are not journalists, they acquire basic journalistic skills owing to the nature of work. This wing is headed by **Chief Desktop Publishing Operator**, who supervises the staff in close coordination with the news wing so that all editions could meet the deadline. S/he is assisted by **Operators**. In effect, the DTP wing is the final place where a page is checked technically and goes for publication. Layout artists, graphic designers and make-up artist also comprise the DTP Wing and are responsible for making pages.

Newsroom of Magazines

The newsroom of magazines is entirely distinct from a newspaper due to the difference in their periodicity, size and content. A magazine is published in a digest or journal form while a newspaper comes up in broadsheet or tabloid. The periodicity of a magazine may be weekly, fortnightly, monthly, quarterly, even half yearly etc., while a newspaper comes up on a daily or weekly basis.

Moreover, the content of a newspaper mainly focuses on routine happenings that provide information in inverted pyramid style, but magazine covers an event for a long period, based on research to give an in-depth analysis. A magazine needs a smaller newsroom set up with lower number of reporters, desk journalists and designers etc.

Activity - 1

Visit the premises of a newspaper and a magazine for a firsthand experience of a functional newsroom. Write notes on the editorial department hierarchy and workflow in the two organisations.

Check Your Progress 1

Note: 1) Use the space below for your answers

2) Compare your answers with those given at the end of the Unit

1) Define Newsroom. What are its primary functions?

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2) Write a short note on the editorial setup of a newspaper organisation.

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3) How is the newsroom of a magazine different from that of a newspaper?

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13.4 NEWS PRODUCTION IN TV NEWS CHANNEL

The newsroom setups are different in different news channels depending upon their size and editorial policy. In some channels, news bulletin **in-charges** are called **Producers**, whereas in other channels they are called **Output Editors**. In the same manner, **Assignment Desk** in some channels is referred to as **Input Desk**.

As in any news media, there are two branches for the production of news in a channel. First is the news gathering and second is to make the raw news presentable. Newsroom comes into the picture in the second stage. First the reporter comes back to the newsroom and drafts his/her script. If the reporter is at a remote location to cover an event, the same could be done through internet.

Later, the draft script goes to the script desk, where it is checked by a senior person. Once cleared, the reporter goes for the voice over and video editing. A video editor, who is a technical person, checks the edited story before it is published for telecast. As the story is published, the reporter hands it over to the production/output desk.

Production/output desk can then include the story in a **Rundown** or **Run Order**, which is a sequence of headlines and stories to be played.

Then, the production/output person goes to the **PCR (production control room)** with the Rundown. The final telecast is a technical process executed by engineers and other technological experts. However, a newsroom person or a senior journalist is always stationed there, because s/he understands 'News' and it is his/her responsibility to keep the bulletin or the programme in order.

If there is breaking news, only a journalist can decide how to go about it and the consequent need of coverage as to whether any live interview or graphics are needed. It is s/he, who feeds the latest information regarding the news to the anchor.

Moreover, there are other functions also which are performed by senior journalists. These are related to ideation, planning and execution. In any channel, the news takes shape from here. It is at this level, that the policies are formulated and the newsroom gets its guidance.

Meanwhile, electronic media Newsrooms mainly consist of three desks viz. Assignment or Input desk, Output desk and Script desk. These desks are additional to the sitting arrangements of reporters/ bureaus, as well as other journalists/functionaries of the channel.

13.4.1 Assignment / Input Desks

The responsibility of this desk is to feed the channel with news and information, which can be produced and presented to audience. It consists of many input editors. The performance of other desks/newsrooms is dependent on the assignment/input desk. In fact, their roles begin after the assignment/input desk has completed its job. The various tasks of the assignment/input desk are as follows: -

13.4.1.1 Overseeing Reporters

The reporters of the channel get work assigned from the desk. The reporters keep the assignment/input desk informed about the status of their stories. They also inform the desk about new information or breaking news. The input editors keep an eye on latest developments and keep track of the news agencies, other channels and news websites.

13.4.1.2 Arranging Visuals

TV is an audiovisual media and strives to air the best visuals available. It is the duty of the assignment/input team to motivate field reporters to give their best. As the visuals are uplinked, they immediately inform the output team. The assignment/input desk tracks news agencies for visuals of events and developments taking place in the foreign countries. The desk also keeps an eye on the foreign broadcasters.

13.4.1.3 Arranging Phone-In Interviews

During a news break, the information generally comes over phones. It takes time to show visuals or video bite of the eye witnesses or authorities. In the meantime, phone-in interviews, also called **Phonos** in newsroom parlance, come into play. The assignment/input team lines-up reporters, who can give any piece of information. The team has a directory of important persons from different walks of life, who could be approached over phone for a 'phono' to take their version in such developments. This keeps the viewers engaged, so that they do not switch over to other channels.

13.4.1.4 Monitoring Other News Channels

The assignment/input desk monitors competitors to keep track of what kinds of content they are running so as to recalibrate their strategies and capture a larger share of the audiences. Generally, the assignment/input desk keeps flashing headlines of other channels every hour on an intra-mail system to keep their journalists on toes.

13.4.1.5 Story Planning

It is a major responsibility of the assignment/input desk. They assess the different angles of a story to make their content appealing to the audience. Later, a reporter is briefed and assigned the story and also given a deadline. Then the assignment/input desk informs the newsroom about the Expected Time of Arrival (ETA) of the story. Sometimes, a single story needs input from many places. For example, if a story is being done on the success of a business leader who started from a small town to make it big in India and abroad. The inputs have to be collected from different bureaus and also external sources such as the person's associates. The desk coordinates and also collects such inputs for handing over to the story packaging team.

13.4.1.6 Forward Planning

It implies planning news items for the near future. For example, major festivals, anniversaries, birthday of celebrities, elections, sports etc are events that invoke interest in the public. The desk is tasked with forward planning to prepare a calendar of these events for creating content to keep the viewers glued to their screen.

13.4.2 Output Desk

In a way, the assignment/input desk gives raw material to Output Desk, which processes it to convert it into a finished product for the audience. The job of Output professionals is half journalistic and half technical. Therefore,

they must be conversant with modern information and broadcast/telecast technologies including video editing, news publishing etc. As visuals and bites arrive, the output team has to edit it in a swift yet professional manner so that it is ready for telecast on time. When the reporter is not present in office, output persons are called upon to prepare and package the full story. Let us now consider the main functions of the output desk: -

13.4.2.1 Preparing the Rundown

Rundown or Run Order is the order or sequence in which the news is planned to be aired. Before every bulletin/programme, an output editor is assigned to make the rundown as directed by the news editor/executive producer. A set pattern is followed while making rundowns, however some channels adopt distinct norms to introduce a surprise element in their news presentation. Some channels begin a news bulletin with visuals or interesting bites, called teasers, instead of headlines.

An example of a regular Rundown could be: -

- Headline
- Anchor Link giving a glimpse of what is special
- News stories
- Discussion with guest or reporter
- Teaser before going for a commercial break
- Commercial break
- Come back Headlines
- News stories
- End of bulletin

13.4.2.2 Executing the Rundown

It is the duty of Output Editor (OE)/producer to execute the rundown at the PCR (production control room) wherein s/he works with a team of technical persons. The person has to line-up the Outdoor Broadcasts (OB) and Phonos.

While the bulletin is in the progress, the OE/Producer is the point person and is answerable for all content related matters. In case of breaking news, the skill of the entire news channel team is tested, but it is a real test for the OE/Producer. S/he has to take prompt decisions and feed the anchor with the latest information, and also direct the PCR team to go where, how and to whom. S/he has to coordinate with reporters, keep a track of incoming visuals and bites, and get them played according to importance.

13.4.2.3 Getting Stories on Air

As already discussed, the input desk arranges stories and hands it over to the output desk. The output team first has to watch the content, and if they feel the story is lacking somewhere, they ask the input desk to get that corrected by the concerned reporter(s). If the story has come from outstation of the reporter is not available, it has to be done by the output team itself by coordinating with the reporter and the input desk team as the case may be.

13.4.2.4 Information on Screen

While watching news, you could see written information on the TV screen which gives the gist of the story, the name and designation of the person whose bites have been used, information about the location etc. In TV parlance, this information is called a SUPER. This is the responsibility of the output team. A command over language is necessary to work at the output desk.

In western countries, the trend of the cluttered news screen is decreasing, but in India it persists as news channels normally clutter screen with information. Creating Supers require clarity and brevity of words to economise on screen space. You are supposed to write ‘catchy’ supers to arouse the interest of viewers so that it synchronises with the visuals and the theme of the story.

13.4.2.5 Tickers

When you watch a news channel, you see that the top headline stories are running in a written text form at the bottom of the screen. These are called **Tickers**, which is the responsibility of the output team. A person with deep news sense, having command over language and capable of writing correctly in hurried situations performs well with such responsibility.

Tickers are important as many viewers go to a news channel just to scan the main news of the day or hour. Tickers give an idea of the priorities of the selection of news in a particular channel. It attracts viewers of a particular taste, and may also distract others if they find information running at the bottom of the screen intriguing. Thus, tickers are written according to the channel’s policy. Tickers are also used as programme promos to give information about forthcoming programmes with the objective to inspire people to watch them at the scheduled time.

13.4.3 Script Desk

Script Desk consists of senior and experienced persons who have in depth knowledge about social, political, economic, and legal issues apart from excellent command over language. In news channels, normally reporters write their scripts. The scrip goes to the script desk for checking. The script editor goes through all the facts in the draft carefully to make it more incisive. In case of any, s/he asks for clarification from the reporter before clearing the script.

At times, script editors prepare the full script when the story is being created entirely by the desk. These days, stories of short duration are in vogue, and in some TV channels, scripts for news stories are written in less than 100 words which is a challenging task. Since scripts are written to the pictures; visuals get priority over words. The script should explain and match visuals, and enhance the impact and the effectiveness of the images. A script editor should have a keen news and visual sense, and be a well informed professional.

13.5 HOW A NEWSROOM FUNCTIONS

Every morning, there is phone conferencing with all the bureaus, reporters, and input desk persons. Executive Editors and in-charges of different departments take part in it. The meeting sets the agenda of the day. Bureaus and reporters inform what they have to offer that day; if they have some special story or information, what events or developments are going to or expected to happen. Accordingly, a plan of coverage is chalked out and guidelines given to reporters.

After this meeting, the input desk implements the decisions and keeps the office informed about the progress of their stories. Whatever information is received, the input desk keeps forwarding to the output desk; and the output under the editorial policy and their news sense, put that information on air. This sequence breaks only when there is breaking news.

13.6 TV NEWSROOM VOCABULARY

Some commonly used terms in a TV newsroom are given below: -

Package

A package is a full story. In a news channel, input comes in a fragmented form of visuals and bites, and from different sources and places. Together, they form a package to give a full picture of the story. First, the script should tell the viewers what is the 'news' and give a context to the development, so that the viewers are able to understand its importance. The visuals and bites are arranged in a package in a logical manner. In some channels, packages are called VTs or Visual Text.

Anchor Link

These are the sentences an anchor reads to introduce the package. After every story, the anchor comes on the screen and links another story by introducing it in a manner that should look logical and interesting. Anchors generally write their own links.

VO

Voice Over is a recorded voice which is used in packages or VTs. A person, who has a clearance for doing VOs, records the text of script in the video editing system.

Phono

Phono is a short form of a phone-in interview. You would have seen anchors taking information or reactions through these interviews during news bulletins.

OB

OB is the short version of Outdoor Broadcasting. All news channels have OB vans although now there are more sophisticated and portable solutions for this purpose. OB solutions enable broadcast from outdoor and remote locations.

Disco

Not to be confused with discotheques, the news channel parlance refers to a discussion as Disco.

MCR

MCR is the abbreviation for the Master Control Room. It is the room from where all feeds are monitored and controlled.

Feed

All inputs coming to the channel are called Feed.

PCR

PCR is an abbreviation for Production Control Room. PCR is the place from where the telecast process is directed and controlled.

Story Dump

Story Dump is a term used for the stories that have come in an edited form from other centres of the channel. Publishing stories in the channel’s system is called dumping the story.

Ingest

Ingesting is the process of bringing deleted or lapsed stories/feeds again into the system. Sometimes channels need old stories or bites to re-run. After getting those from the archive, they INGEST them in to the system for publication.

Activity - 2

Scan the news presentation in two TV news channels and note down their distinct patterns with regards to news selection, graphics, phonos, tickers, breaking news etc.

Check Your Progress - 2

Note: 1) Use the space below for your answers

2) Compare your answers with those given at the end of the Unit

1) Write short notes on Input Desk and Output Desk?

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2) What are the different steps involved in planning a news channel story?

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3) What is a Rundown?

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13.7 CHANGING PATTERN OF NEWSROOMS

The use of Information and Communication Technology (ICT) continues to alter the landscape of modern newsrooms. The computer and internet based technology has replaced the traditional methods of news drafting and processing. The computers and handheld devices like smartphones and tablets are used by the editorial and reporting staff. The internet and faster transfer of information has made it easier to cross-check facts, modify and rectify content using popular software like Word Pro, News Pro, Word Xpress etc. It is possible to break the designed page and redesign it through special software like Quark Xpress, In-Design, Page Maker etc.

Similarly, a visual can be harnessed or modified with the help of software such as Adobe Photoshop. A designed page, visual and news material can easily be directly for publication from the newsroom.

13.7.1 Use of Digital Technology

The traditional newsroom was totally based on ‘Pen-Paper Work’ wherein the process of transmission of news was slow and cumbersome. But, not anymore! The digital technology has made such tasks easier. A modern newsroom is well equipped with electronic gadgets such as computers, printers, scanners etc for routine tasks such as news editing, page making etc. The following are a few modern gadgets widely used in newsrooms: -

Internet: Internet helps in faster cross-checking of the facts and realtime transmission of news and photographs in bulk.

Modem: A designed page can be sent from the headquarters to the local centers and vice versa for publication through this electronic device.

Software: Software commonly used for news editing include News Pro, Word Pro and Word Xpress; Adobe Photoshop and Adobe Premier are used for photo editing; while Quark Xpress, In-Design and Page Maker are used for page designing.

Telephone/Smartphone: These communication devices are ubiquitous and used for speedy transmission of news and live coverage for newspapers, radio and TV. Fax and modem linked computers are also being used through telephone lines.

However, the importance of a notebook, pen, pencil and tape recorder hasn’t subsumed entirely and is still used by veteran and senior journalists.

13.7.2 Online Media

Today, media is produced and consumed on digital devices. Due to the growing prevalence of smartphones, tablets and the wireless networks, more people consume news and content on digital devices. The online media makes substantial usage of audio and video components. The content reproduction and updating is also simpler and cheaper. It reaches out to a large, scattered, heterogeneous and anonymous audience.

We know that the print media such as newspaper, magazine etc has its own limitation in terms of its reach vis-à-vis digital media which has a much wider canvas. In print media, there is always a time limit for the collection of news owing to the publication deadline, however, in online media there is no such deadline and information can be updated at regular intervals.

The newsroom setup for online media such as news portals comprises editorial department manned with online reporters and editors. The newsroom consists of modern gadgets. TV sets, smartphones, personal computers, video monitors, professional video camera, microphones and foldback speakers, stage lighting rigs etc are a few essential gadgets required for a digital media newsroom.

Check Your Progress - 3

Note: 1) Use the space below for your answers

2) Compare your answers with those given at the end of the Unit

1) Write a short note on the changing pattern of modern newsrooms?

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1) How is the digital technology impacting the news media landscape?

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13.8 LET US SUM UP

This Unit discussed the newsroom set up of different media organisations including print, electronic and online, and the professional staff working at various levels. The editorial team of a news organisation performs various tasks including news gathering, processing, checking facts, selecting pictures, giving captions etc. The editorial department in a newspaper organisation is supported by the desktop publishing personnel, who are tasked with the designing, page designing and printing aspects. The newsroom of a magazine

is smaller compared to a newspaper owing to the difference in their periodicity and targeted audience.

The Unit discussed newer developments in the media domain including the proliferation of digital media, the changing landscape of modern newsrooms due to the use of new technologies. The computers and modern gadgets such as smartphones have replaced the paper and pen to a large extent, and modern newsrooms are wireless and gadget-heavy entities. We discussed the distinct features of a news channel set up and the difference in the news making process. The newsroom of a channel follows a more elaborate and technical route compared to the print media. The deadline of a news channel keeps changing and they are constantly on their toes to update their viewers with the latest development.

13.9 KEYWORDS

Stringer: A reporter who is not a regular employee of a news organization but is paid according to the length or size of his story.

Sub / Copy Editor: Entry level editor involved in news editing, rewriting a story, translating a story and giving captions.

Resident Editor: An editor heading a particular edition of a multi- edition newspaper.

Special Correspondent: Experienced reporters who cover the most important national and international issues.

Rundown: A sequence of headings and stories to be played in a broadcast.

Tickers: Headline stories running in a written text form at the bottom of the screen.

13.10 FURTHER READINGS

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3. Stewart, P., & Alexander, R. (2016). *Broadcast journalism: Techniques of radio and television news*
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13.11 CHECK YOUR PROGRESS: POSSIBLE ANSWERS

Check your progress - 1

1. Newsroom is the heart of a newspaper where information is processed for creating content. The editorial and reporting wings constitute the

Editorial Department, which also comprises supporting wings such as photo and designing. A newsroom functions in shifts. The first shift starts in the morning, when Editor calls a meeting for analysis of news coverage and comparing it with the rival newspapers. The newsroom implements the editorial and corporate policy of the concerned media organisation through news selection.

2. The editorial setup of a news organisation consists of an elaborate hierarchy of different layers of journalists with the Editor heading the editorial department. He is assisted by executive editor, resident editors, news editor, chief sub editor, sub editor, bureau chiefs, chief reporter etc in the discharge of the editorial functions related to reporting, editing, rewriting, repackaging etc so as to meet the publication deadline. The editorial set up of a news channel is distinct owing to the different needs and nuances of an electronic media.
3. The newsroom of magazines is distinct from a newspaper due to the difference in their periodicity, size and content. A magazine is published in a digest or journal form while a newspaper comes up in broadsheet or tabloid. The periodicity of a magazine may be weekly, fortnightly, monthly, quarterly, even half yearly etc., while a newspaper comes up on a daily or weekly basis. The content of a newspaper focuses on routine happenings, but magazine covers an event for a long period, based on research to give an in-depth analysis. A magazine needs a smaller newsroom setup.

Check your progress - 2

1. The newsroom setups are different in different news channels depending upon their size and editorial policy. In some channels, news bulletin in-charges are called Producers, whereas in other channels they are called Output Editors. In the same manner, Assignment Desk in some channels is referred to as Input Desk. It provides raw material to the Output Desk, which processes it to convert it into a finished product for the audience. The job of Output professionals is half journalistic and half technical. As visuals and bites arrive, the output team has to edit it in a swift yet professional manner so that it is ready for telecast on time.
2. Planning a news story is the responsibility of the assignment/input desk. They assess the different angles of a story to make the content most impactful for the audience. Later, a reporter is assigned the story and also given a deadline. Then the assignment/input desk informs the newsroom about the Expected Time of Arrival (ETA) of the story. Sometimes, a single story needs input from many places. Then, the inputs have to be collected from different bureaus and at times from external sources. The desk performs the task of coordinating and collecting these inputs and handing it over to the story packaging team.
3. Rundown or Run Order is the order or sequence in which the news is planned to be aired. Before every bulletin/programme, an output editor is assigned to make the rundown as per the directions of the news editor/executive producer. A set pattern is followed while making

rundowns, however some channels adopt distinct norms to introduce a surprise element in their news presentation.

Check your progress - 3

1. The use of Information and Communication Technology (ICT) continues to alter the landscape of modern newsrooms. The computer and internet based technology has replaced the traditional methods of news drafting and processing. The computers and handheld devices like smartphones are used by the editorial and reporting staff. The internet and faster transfer of information between persons has made it much easier to cross-check facts, modify and rectify content using popular software like Word Pro, News Pro, Word Xpress etc.
2. The digital technology and tools have made the journalistic and media related tasks much easier. A modern newsroom is equipped with electronic gadgets such as computers, printers, scanners etc for routine tasks such as news editing, page making etc. Some modern gadgets and tools used in modern newsrooms including internet, modem, computer software, smartphones, laptop etc. Today, media is produced and consumed on digital devices. Due to the growing prevalence of smartphones, tablets and wireless networks, more people consume news and content on digital devices. The online media makes substantial usage of audio and video components.