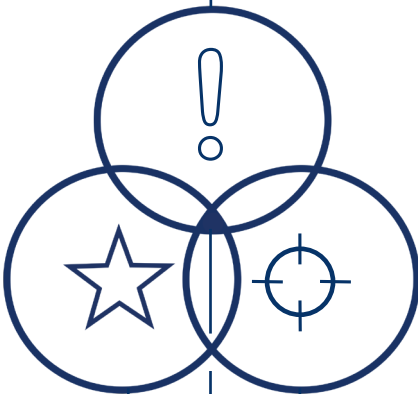




UNDERSTANDING REPORTERS

Reporters are in the business of telling stories that people want to read or watch. As a result, much of the news is unimportant (like celebrity scandals or political horse races) or inaccurate (like simplified technical concepts or incomplete, one-sided stories).

Reporters focus on what is **interesting**: People, events, and narratives that attract and hold the attention of their readers and viewers.



Leaders focus on what is **important**: Issues of high magnitude.

Leaders also focus on what is **accurate**: Both correct and complete.

The discipline for any leader facing a reporter is to identify the specific topics and language that are all three – **interesting, important and accurate** – and to avoid discussing that which is interesting but unimportant or inaccurate.



What reporters find interesting: **THE 5Cs OF NEWS**

Every news story includes at least one of the 5Cs. The stories that define reporters' careers – like Watergate or Enron – include all five.



Conflict

A dispute or struggle between two or more sides – the central element of storytelling, since before David versus Goliath.



Contradiction

Juxtaposition of unlike elements, such as: "Man bites dog;" "You might think ... but actually ...;" "The rise and fall of ..."



Controversy

A connection with a topic already in the news.



Colorful Language

Language that is short, pithy, and vivid.



Cast of Characters

Individuals in often-exaggerated roles: The hero; the villain; the expert; the everyman.

YOUR STRATEGY

- 1 Take what you know to be important and **make it interesting!** by including the 5Cs.
- 2 Always **resist the temptation** to say anything more interesting than that.
- 3 Where there is complexity, **simplify it yourself** to ensure accuracy.

