

**FREDDIE STARR**

**ATE MY  
HAMSTER**



Freddie ... "It's lies"

# How to hit the headlines: finding and developing stories

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ISRAEL AT WAR

### Disabled teen among Hamas hostages



ISRAEL AT WAR

### They came at dawn: inside the Kfar Aza kibbutz massacre



### Conservatives triumph in New Zealand election, ending Ardern legacy



### Australia says No in Aboriginal rights referendum



### As Michael Caine confirms retirement: his greatest roles ranked



COVID-19 INQUIRY

### Carrie Johnson was 'the real person in charge during Covid'



UK NEWS

### Unmasked: the 'infertile' father of multiple children with different women



TELEVISION

### Flintoff given £9m for Top Gear crash

# News values

**“It is news values that give journalists and editors a set of rules – often intangible, informal, almost unconscious elements – by which to work, from which to plan and execute the content of a publication or a broadcast.”**

Paul Brighton & Dennis Foy *News Values*

# 1

## Newness

**“Stories must be contemporaneous if they are to achieve prominence... Newness will vary depending on the individual news cycle of the output.”**

Sarah Niblock *Print Journalism: A Critical Introduction*

# 2

## Impact

**“Information has impact if it affects a lot of people, particularly if those people constitute the publication’s readership.”**

Sarah Niblock *Print Journalism: A Critical Introduction*

# 3

## Clarity

**“If an event or issue is too complicated to unravel,  
it is more likely to be spiked in favour of  
one that is easy to understand.”**

Sarah Niblock *Print Journalism: A Critical Introduction*

# 4

## Proximity

**“The importance of the audience in judging news stories is why you should make every effort to learn as much as you can about readers.”**

David Randall *The Universal Journalist*

# 5

## Unexpectedness

**“Every journalist is searching for the story that can make a reader think ‘Wow’ or ‘Fancy that!’... The news media like nothing more than to surprise.”**

Sarah Niblock *Print Journalism: A Critical Introduction*



# 6

## Agenda

**“Sometimes news stories seem to be selected ... because they fit the agenda of the news organisation, whether to promote certain commercial or ideological interests or to engender a sense of audience loyalty and identification.”**

*Tony Harcup Journalism Principles and Practice*

# 7

## Continuity

**“More value is given to stories that relate to issues or events in the current spotlight...The follow-up story has to add to or extend yesterday’s coverage with a news development.”**

Sarah Niblock *Print Journalism: A Critical Introduction*

# 8

## Power elite

**“Stories concerning powerful individuals, organisations, institutions or corporations are newsworthy precisely because this group has power so their actions are likely to impact the rest of us.”**

*Tony Harcup *Journalism Principles and Practice**

# 9

## Celebrity

**“If you come up with a story featuring somebody who is already famous, you will have a better chance of it being picked up than you would with a similar story populated entirely by ‘ordinary’ people.”**

*Tony Harcup Journalism Principles and Practice*

# 10

# Conflict

**“Conflict is dramatic in all walks of life and it is a key role of journalism to report debate and to invite [readers] to form an opinion for one side or the other.”**

Sarah Niblock *Print Journalism: A Critical Introduction*

# 11

## Exclusivity

**“The most prized stories tend to be exclusives... each paper will be in hot pursuit of a new twist to lend their coverage authority over their competitors.”**

Sarah Niblock *Print Journalism: A Critical Introduction*

12

# Practicality

**“Available space, time and even budget constraints are extrinsic factors that have a direct impact on what makes news.”**

Sarah Niblock *Print Journalism: A Critical Introduction*

# It's good to talk

## **Make contacts internally and externally**

- Engineers
- Designers
- Product planners
- Fleets
- Retail customers - particularly high profile

## **Use online and offline methods**

- Chat face to face
- Make connections on Twitter/X, LinkedIn, Instagram

## **Find out what's happening in their area that's extraordinary and exciting**



# What's going on?

## ... in your organization

- Talk to people in all areas
- Make connections
- Read the fine print

## ... in the news

- Comment from senior staff on the day's breaking news stories
- Use social media, Google alerts

## ... in the future

- Plan response to predictable events: budgets, elections, your own brand's anniversaries, Strictly/Bake Off/I'm a Celeb...

# Where do you want to be?

**Read/watch/listen to the media outlets where you want to gain coverage for your brand and its products**

- Consume critically
- What stories worked really well for that reader/viewer/listener?
- Could you do the something similar but featuring your brand, and with a new twist?
- Could you do the opposite?

**Keep an ideas file for inspiration**

# AI: Article Inspiration?

*Describe a great article idea on the Ford Mustang Mach-E in Auto Express magazine in no more than 100 words*

*ChatGPT response:*

Title: "Evolving the Icon: Exploring the Ford Mustang Mach-E's Impact on the Future of American Muscle"

This Auto Express magazine article dives into the Ford Mustang Mach-E, analyzing its shift to electric power and how it's reshaping the future of American muscle cars. We'll discuss its design, performance, and the driving experience, while considering its role in the automotive industry's electrification journey.



# Further reading

- **Paul Brighton and Dennis Foy** *News Values* Sage 2007
- **Tony Harcup** *Journalism Principles and Practice* Sage 2021
- **Brendan Hennessy** *Writing Feature Articles* Taylor & Francis 2005
- **Sarah Niblock** 'What is news?' in *Print journalism: A Critical Introduction* edited by Richard Keeble, Taylor & Francis 2005
- **Andrew Noakes** 'Automotive Journalism' in *Specialist Journalism* edited by Barry Turner and Richard Orange, Routledge 2013
- **David Randall** *The Universal Journalist* Pluto Press 2007