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# Living Journalistic Genres

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# Today's agenda

- deciding our teams: who is where
- deciding our social media strategy
- using stisk.online
- deciding the topics teams are going work with

# About me

Experience in two national outlets as a news reporter

Experience as a sports journalist in the national news outlet

Teaching journalism since 2012

Studying journalists' well-being

## Väärikate ülikooli vanim lõpetaja kodus ei püsi



Signe Ivask, reporter

6. jaanuar 2011, 09:22

**How?**

# The outcomes of this course

- Analysis, opinion ed
- portrait story
- reportage
- self-reflection as longread
- social media presence

e.g., [peegel.ut.ee](http://peegel.ut.ee)

# The meetings and teams

- we work as a newsroom

- we work in a team

- one team works on one topic

- every team presents at least one

- a) op-ed/analysis, b) portrait story, c) reportage and d) self-reflection longread

- every team thinks about social media solution to promote the story

- at every meeting we touch upon the next genre

# Roles

1. Reporter-author: worries about writing the story
2. Editor: provides editing, feedback, helps the author to make the story
3. Technical editor: plans photos, (interactive) graphs,, embedding videos, how to present the story on online
4. Social media support, how to present it on social media+doing it

# Things to decide



# Social media presence

The aim: to promote our stories, bring attention to what we do, the stories you find.

What platforms? Uniform? Your own? What's the plan?

# The mini-newsrooms

- Teams?
- What topics shall we tackle?
- How will you approach the topic?
- Who will do what in the first round, second, third, fourth? (Op-ed)
- What communication channel will you use? Messenger? Teams? Zoom?