

COMMUNITY JOURNALISM



WHAT IS JOURNALISM?

Journalism is story telling

Journalism stories are:

- **Public Interest**
- **Fact based**
- **Reflect Diversity**
- **Protect rights and hold people accountable**

Stories that are:

- **Accurate**
- **Fair**
- **Balanced**
- **Impartial**
- **Holds integrity (free from conflict of interest)**

IT ALL STARTS WITH A PITCH

Be addressed to a person

Be timely

Strong subject line

Compelling in it's lead

Guarantee access

Demonstrate reporting

“How”

Knowledge of publication and it's audience

Show your legitimacy

No more than 400 words

‘GOOD’ JOURNALISM:

- **Timeliness**
- **Proximity**
- **Impact or Consequence**
- **Unique**
- **Conflict**
- **Human interest**
- **Emotion**



BASIC STRUCTURE

Lead (25 words)

2nd Paragraph – Expand on lead information

3rd paragraph – Strong Quote

4th Paragraph – Context

5th Paragraph – Opposing views

LEAD

- **25 words or less**
- **Active sentences**
- **Light and clear**
- **What happened? If there's one thing the reader needs to know what is it?**
- **No hard information or facts to digest**
- **Grab a readers attention**



A person was taken to hospital in unstable condition after a small stove fire broke out in an apartment building on Hendon Avenue. (CBC News)

Winnipeg firefighters said one person was taken to hospital after a stove fire broke out in an eight-storey apartment building in the city's Birchwood neighbourhood Wednesday.

Start with strong clear intro

Good images and media

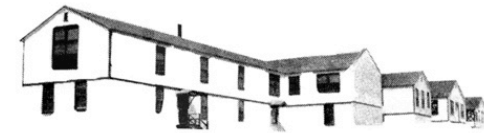
Strong quotes – that provide emotion

Research – context

Address different points of view

INDIAN HOSPITALS

Indian Hospitals were racially-segregated institutions initially designed to isolate tuberculosis. Indigenous patients were forcibly admitted, abused, and held for multiple years. Many people lost their language skills.



Nanaimo Indian Hospital, B.C.

- 1945** Indian Hospitals open
- 1980s** Indian Hospitals close
- 2018** \$1.1-billion class-action filed against government for running Indian Hospitals

29

HOSPITALS

There were 29 Indian Hospitals across Canada, including three in B.C.



210

BEDS

There were 210 beds in Nanaimo Indian Hospital, the second-largest hospital in Canada.



Source:

1. Drees, L. M. The Nanaimo and Charles Camsell Indian Hospitals: First Nations' Narratives of Health Care, 1945 to 1965." *Histoire sociale/Social history*, vol. 43 no. 85, 2010, pp. 165-191. Project MUSE, doi:10.1353/his.2010.0002

2. [kimlaw.ca/wp-content/uploads/2018/01/HC_Statement-of-Claim_20180129.pdf](https://www.kimlaw.ca/wp-content/uploads/2018/01/HC_Statement-of-Claim_20180129.pdf)

BAD OR GOOD COMMUNITY STORIES?

- **Bad media experiences?**
- **First contact – Accountability**
- **Stereotypes: 4D's**
- **One sided**
- **Is not solution based**
- **Lacks diversity**
- **What makes reporting in your community unique?**



www.riic.ca



Tens of thousands of Indigenous people from
hundreds of communities divided on who to
vote for

OCTOBER 21, 2019

Crown appeals for new trial for man acquitted in shooting death of Indigenous man



Peter Khill was found not guilty of second-degree murder of Jon Styres

[Dan Taekema](#) · CBC News · Posted: Sep 30, 2019 4:00 AM ET | Last Updated: September 30



Peter Khill was found not guilty of second-degree murder for shooting and killing Jon Styres in Feb. 2016. (Colin Perkel/Canadian Press)

The long list of problems Colten Boushie's family says marred the case



'We will find a way forward,' says Saskatchewan premier in wake of outrage over acquittal



[Jason Warick](#) · CBC News · Posted: Feb 13, 2018 3:00 AM CT | Last Updated: February 13, 2018



Colten Boushie's uncle Alvin Baptiste raises an eagle's wing at a rally outside Battleford Court of Queen's Bench a day after Gerald Stanley, 56, was found not-guilty of murdering the 22-year-old Saskatchewan man. (Matt Smith/The Canadian Press)

CRIME

Toxicologist testifies Tina Fontaine had drugs, alcohol in system when she died

BY STAFF • THE CANADIAN PRESS

Posted January 30, 2018 5:44 pm

Updated January 30, 2018 5:45 pm

CHALLENGES OF THE NEWSROOMS

Media can't reveal questions before hand

- **But you can ask what we will be talking about.**

Time

- **Web reporters are writing 2-3 stories a day**

Resources – Photos

Can't show article/quotes before publishing – Can ask to see the quotes you are using

Can't retract articles

Deadline driven

INTERVIEW

- **Ask the journalist questions – What angle are they taking?**
- **Tell them how you want to be identified**
- **Who else will be interviewed?**
- **Do you have the time to listen to me properly and tell me what you're hearing**
- **Can you tell me what quote you are going to put in the article?**
- **Provide a solution**
- **When will this be released and can you send me a copy**
- **Tell them who else they should be speaking with**

CONTROL YOUR OWN STORIES

Media Indigena

Red rising Magazine

Walking eagle

Social Media

Twitter

Pitch Resource

Move beyond statistics

Context

Hold journalist accountable for their work

Who to pitch to - <https://bit.ly/2NKLJ9m>

GOOD JOURNALISM IS USUALLY:

- **Timeliness**
- **Proximity**
- **Impact or Consequence**
- **Unique**
- **Conflict**
- **Human interest**
- **Prominence**
- **Emotion**



One story at a time



Email: jonhangventura@gmail.com

Cell: 204 890 1242



@jonjournalism