


**Investigative Story-Telling:**  
**Jamuna TV**

**Julian Sher**  
[www.juliansher.com](http://www.juliansher.com)

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**OUR GOALS FOR THIS COURSE:**  
**THREE PILLARS OF TV INVESTIGATIONS**



**HOW TO DO THEM:**  
HOW TO FIND, CHOOSE AND CARRY OUT YOUR INVESTIGATIONS

- **HOW TO TELL THEM:**  
HOW TO STRUCTURE AND WRITE YOUR STORIES
- **HOW TO ORGANIZE YOUR TEAM:**  
PITCHES, WORKFLOW, TEAMWORK

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**DAY ONE**  
1/ WHAT MAKES GOOD TELEVISION?  
2/ DEVELOPING YOUR CHARACTERS  
3/ STORY STRUCTURE  
4/ OPENINGS AND ENDINGS

**DAY TWO:**  
5/ USING SOUND  
6/ GOOD WRITING  
7/ SCRIPT TEMPLATES  
8/ FOCUS

**DAY THREE :**  
9/ WORKFLOW / PITCHES  
10/GENDER BALANCE  
11/ FACT-CHECKING

3

1. THE TEST – HOW DO YOU KNOW IF YOU HAVE A GOOD TV STORY



4

WHAT MAKES A GOOD TELEVISION STORY?



5


HOW DO YOU TELL IF A SONG IS HAPPY OR SAD?



**... THE MUSIC**

6

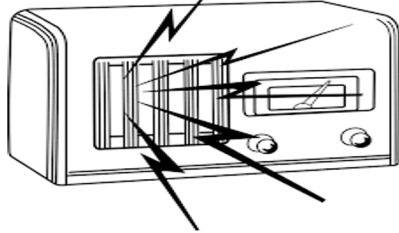
IN A NEWSPAPER, HOW DO YOU GET YOUR INFORMATION?



... THE WORDS

7

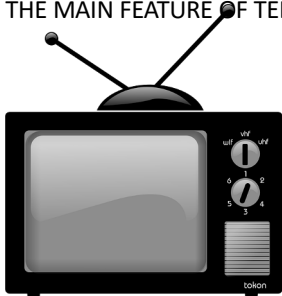
ON THE RADIO, HOW ARE THE STORIES TOLD?



... WITH SOUND

8

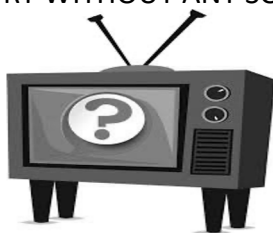
TV HAS ALL OF THAT ...MUSIC, WORDS, SOUND... BUT WHAT IS THE MAIN FEATURE OF TELEVISION?



... PICTURES!!!

9

HERE IS THE TEST – WATCH YOUR TV STORY WITHOUT ANY SOUND



... without sound, even in a foreign language, you should be able to figure out what the story is about.  
If you can't even guess... you have a news story maybe but NOT a TV story.


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LET'S DO THE TEST – WATCH YOUR STORIES BY JUST LOOKING AT THE PICTURES



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**Next:**  
**The Grammar of TV Story-Telling**



- CHARACTERS ON A JOURNEY
- DRAMATIC STRUCTURE
- OPENINGS, ENDINGS
- GOOD SOUND
- WRITING TO PICTURES
- A SINGLE CLEAR FOCUS

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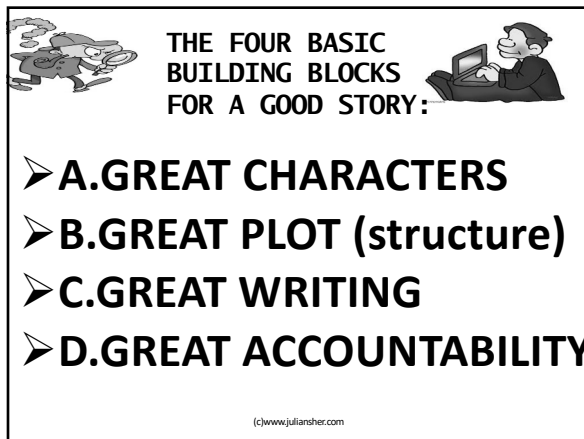
## 2.CHARACTERS ARE KEY

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What Do You Think Makes a Great Story?

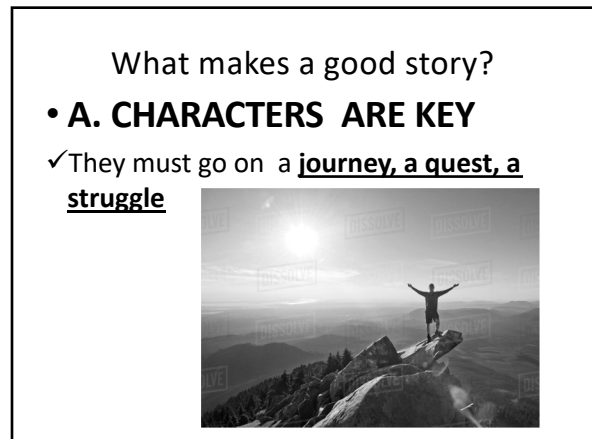
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THE FOUR BASIC BUILDING BLOCKS FOR A GOOD STORY:

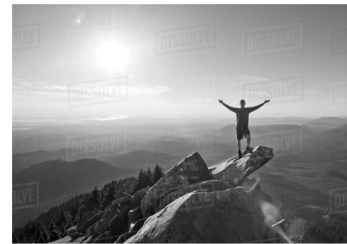
- A.GREAT CHARACTERS
- B.GREAT PLOT (structure)
- C.GREAT WRITING
- D.GREAT ACCOUNTABILITY

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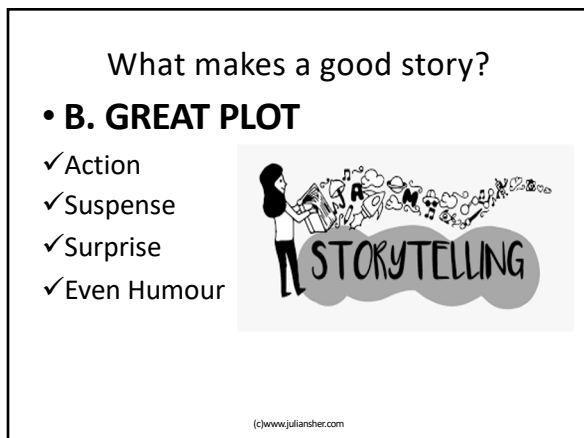


What makes a good story?

- A. CHARACTERS ARE KEY
- ✓ They must go on a journey, a quest, a struggle



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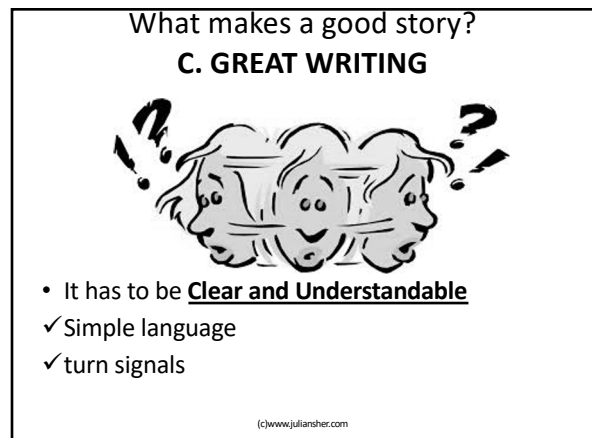
What makes a good story?

- B. GREAT PLOT

- ✓ Action
- ✓ Suspense
- ✓ Surprise
- ✓ Even Humour



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What makes a good story?

- C. GREAT WRITING


- It has to be Clear and Understandable
- ✓ Simple language
- ✓ turn signals



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What makes a good story?  
**D. ACCOUNTABILITY**

- And in investigative journalism, you need **to hold power to account**



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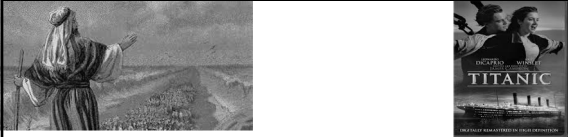
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**Your characters have to go on a journey**

- ✓ They struggle
- ✓ They win, they lose...
- ✓ They discover ...
- ✓ In other words **they grow and change**

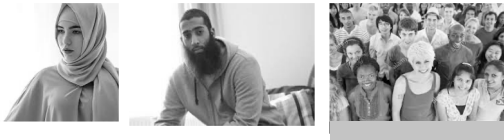
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- Characters need to **change** on that journey (even if you have to “recreate” that change)
- ✓ If they are **dead**, bring them back **alive**
- ✓ If they are **angry**, go back to when they were **happy**
- ✓ If they are **beaten**, go back to when they had **hope**
- ✓ If they did something **bad**, go back to when they were good.

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- Your characters have to reflect your audience:

**GENDER BALANCE:**

- Women and men

**OTHER:**

- Religion
- Race
- Ethnicity
- Sexuality

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DHAKA FIRE: ONE WOMAN’S JOURNEY




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A woman’s journey




A DEVOTED MOTHER AND WIFE

↓




WAITING FOR NEWS AFTER THE FIRE

↓



THE GRIEF AFTER HER HUSBAND’S DEATH

↓



COPING WITH LIFE AFTER

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**Group Exercise – CHARACTERS ON A JOURNEY:**



Divide into three groups

Each group takes one of your stories and looks at:

- >> **WAS THERE A MAIN CHARACTER?**
- >> **WAS THERE GENDER BALANCE – STRONG WOMEN AND MEN?**
- >> **DID THE CHARACTERS GO ON A JOURNEY?**
- >> **HOW COULD YOU CHANGE AND IMPROVE THE STORY**

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**The Grammar of TV Story-Telling**



- **CHARACTERS ON A JOURNEY** ✓
- **DRAMATIC STRUCTURE**
- **OPENINGS, ENDINGS**
- **GOOD SOUND**
- **WRITING TO PICTURES**
- **A SINGLE CLEAR FOCUS**

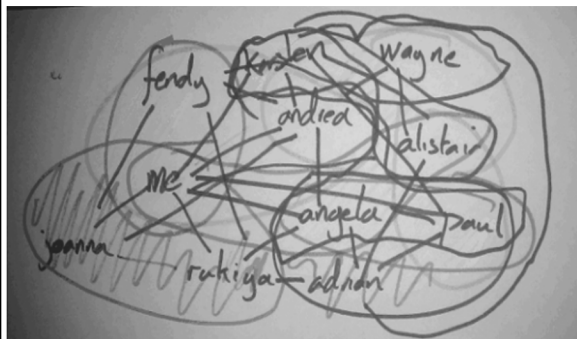
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**3: BUILDING A DRAMATIC STRUCTURE**



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**A BAD STRUCTURE WILL KILL A GREAT STORY**



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**We are born story-tellers**




*Until daily news reporting killed the art of story-telling •*

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**GET RID OF THE CLUTTER:  
3 KEY ELEMENTS OF GOOD STRUCTURE**



- A STORY ARC THAT HAS A **BEGINNING, MIDDLE AND END**
- A **CLEAR FOCUS**
- YOUR STORY FOLLOWS A **CHRONOLOGY**

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**GOOD STRUCTURE ALWAYS HAS A  
BEGINNING, MIDDLE AND END**

- **USUALLY, YOU START WITH THE VICTIM ... THEY WERE HAPPY, OR FULL OF HOPE**
- **THEN SOMETHING WENT WRONG**
- **WHY? HOW DID THIS HAPPEN?**
- **YOU INTRODUCE THE 'BAD GUY' OR THE 'BAD LAW' OR BAD POLICY**
- **WE SEE THE CONFLICT DEVELOP**
- **IT ENDS WITH THE VICTIM WINNING OR LOSING**
- **USUALLY YOU RETURN TO THE VICTIM FOR A LOOK AT WHAT HAPPENS NEXT**

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**THE STORY ARC :**

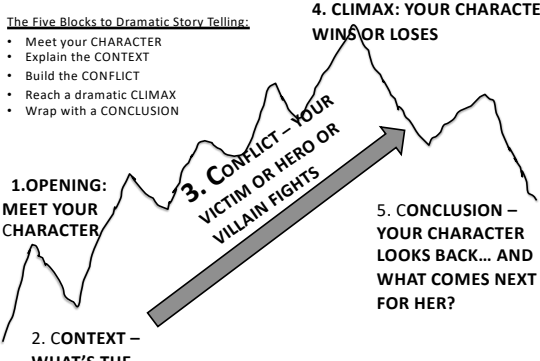


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The Five Blocks to Dramatic Story Telling:


- Meet your CHARACTER
- Explain the CONTEXT
- Build the CONFLICT
- Reach a dramatic CLIMAX
- Wrap with a CONCLUSION



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**The  
Chronology  
of a Journey**




- **Remember – Your Characters are on a journey**
- ✓ If they are dead, bring them back alive
- ✓ If they are angry, go back to when they were happy
- ✓ If they are beaten, go back to when they had hope

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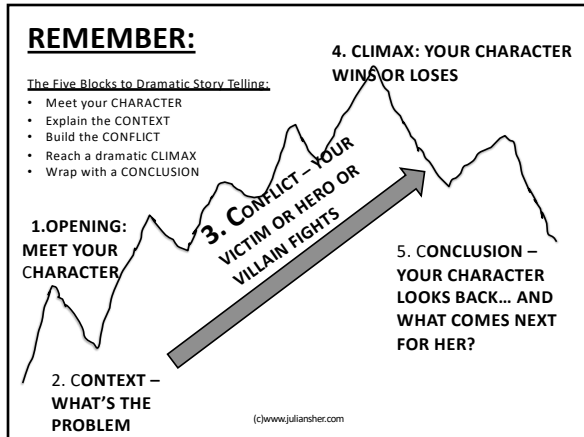
**Group Exercise – DRAMATIC STRUCTURE:**



Let's look at your three stories:

- >> **DID THE STORY HAVE A CLEAR BEGINNING, MIDDLE AND END?**
- >> **DID THE STORY FOLLOW A CHRONOLOGY?**
- >> **DID THE STORY BUILD TOWARDS A CLIMAX?**
- >> **HOW WOULD YOU RE-STRUCTURE THE STORY?**

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**4: STRUCTURE: THE OPENING and ENDING**

- THE STUDIO INTRODUCTION
- THE OPENING PICTURE AND SCENE
- THE CLOSING PICTURE AND SCENE

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**THE STUDIO INTRODUCTION**

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**THE STUDIO INTRODUCTION: LIBYAN TRAFFICKERS**

News presenter: Ten major human trafficking groups are active in the 'Libya route' to Italy. Their small units work across the country. These units collect people willing to go abroad and send them to the sea for money. The travellers are brutally tortured if they fail to give the traffickers money as demanded. Confining the migrants in camps in Libya, trafficking them through the sea and torturing them - Bangladeshi trafficking groups do everything. This process of human trafficking is run managing Libyan police, Army, Navy, and Coastguard. Details in Monirul Islam's report.

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**THE STUDIO INTRODUCTION: REHAB CENTRES**

News presenter: At present, rehab centres can be found in every nook and corner of the city. Most of them don't even have permanent or temporary doctors. Some are running without any nurse or ward boy. Moreover, basic medical equipment is also missing. On the other hand, the authority doesn't even care to maintain patients' medical records. Police informs, ironically, that it is the rehab centres which keep the drug dealers and takers safe. Akhlaqus Safa elaborates the rest.

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**THE STUDIO INTRODUCTION: A TEACHER'S DEATH**

News presenter: Relatives filed complaint for a retired school teacher, who died because of getting rejected for treatment on suspicion of COVID-19. They tried to get her admitted into a hospital desperately, but ended up in a hospital at Moghbazar and the patient died there. The unfortunate children complained that their mother had been a pneumonia patient for a long time. In the time of COVID-19, they reached several hospitals but none of them agreed to provide her any treatment. Report by Nazmul Hossain .

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**Group Exercise – OPENING and ENDING:**



Let's look at your three stories:

- >> **THE FIRST PICTURE AND SCENE**
- >> **THE FINAL PICTURE AND SCENE**

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**DAY TWO:**

- 5/ USING SOUND
- 8/ GOOD WRITING
- 6/ FOCUS
- 7/ SCRIPT TEMPLATES

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**The Grammar of TV Story-Telling**



- **CHARACTERS ON A JOURNEY** ✓
- **DRAMATIC STRUCTURE** ✓
- **OPENINGS, ENDINGS** ✓
- **GOOD SOUND**
- **WRITING TO PICTURES**
- **A SINGLE CLEAR FOCUS**


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**5. PICTURES CAN TELL YOU THE STORY, BUT ONLY SOUND MAKES IT REAL**



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**DO THESE SCENES OF FIRE OR TEARS FEEL REAL WITHOUT THE SOUND?**



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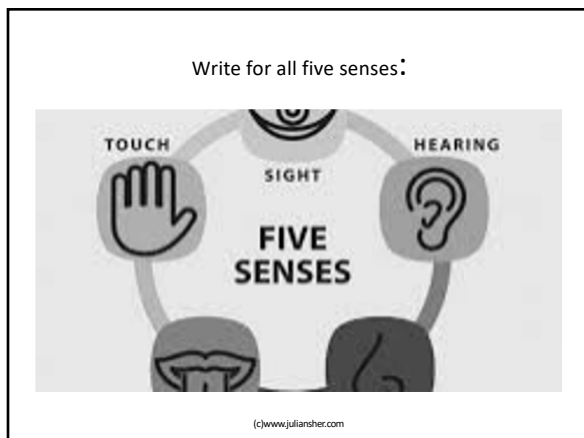
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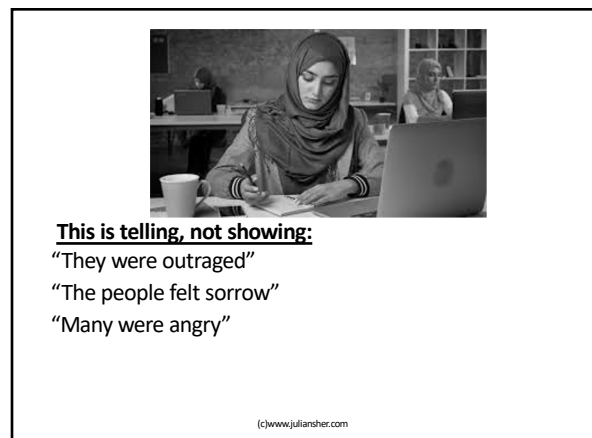
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**Group Exercise – WRITING TO SHOW, NOT TELL**

TRY THESE EXAMPLES ... REWRITE THESE SENTENCES AND LIST THE VISUALS YOU WOULD USE IN A TV SCRIPT SO THAT YOU ARE SHOWING THE STORY, NOT TELLING:

- *“The people in Old Dhaka are worried that another fire could kill more people the next time”*
- *“She was so happy when she learned that despite her family’s objections she had been accepted into the university’s law school.”*
- *“The students are frightened about crossing the dangerous street after so many accidents.”*

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**Group Exercise: WRITING TO PICTURES**



Let’s look at your three stories:  
 >> **TAKE A SCENE AND REWRITE IT**

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Hand Signals are Important!  
 YOU HAVE TO TELL THE VEIWER WHERE YOU ARE GOING!!


**Please Notice This**






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In TV, three ways to signal a turn:

**Please Notice This**



- SOUND
- VISUALS
- SCRIPT

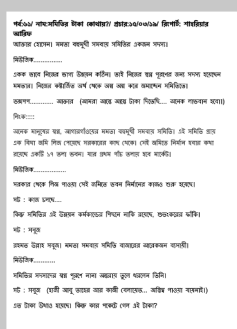
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**7. THE SCRIPT TEMPLATE**



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**NOT a good way – all words**



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### THE PROPER WAY – VISUALS, SOUND AND THEN WORDS

SCRIPT TEMPLATE

VIDEO:	SOUND:	NARRATION:

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### THE PROPER WAY – VISUALS, SOUND AND THEN WORDS

SAMPLE SCRIPT TEMPLATE

VIDEO:	SOUND:	NARRATION:
Wide shot – Alleyway, children playing	Traffic noise in background.	In this neighbourhood in Old Dhaka, there is always a worry...
Close up: children's faces	Children playing	Who will be the next child lost in a fire?
Close up: woman's hands fold a child's clothes Close up: her sad eyes	Sound of washing	[NO NARRATION, LET PICTURES BREATHE]
Tilt up to reveal face of mother		Banika Chowdhury sorts away clothes for her 6-year-old daughter who is never coming home again
	CLIP: She tells us about the day of the fire	

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### Group Exercise: SCRIPT TEMPLATE



Each group takes one of the Jamuna stories:  
**>> REWRITE IT USING THE SCRIPT TEMPLATE**

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## #8: FIND YOUR FOCUS




**WHAT IS GOING TO OUTRAGE PEOPLE?**

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## WHAT IS A FOCUS:




- A simple, single declarative statement a five-year old can understand
- Action/reaction. Cause and effect. Conflict. Drama
- Human beings on both sides of the equation

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## WHAT IS A FOCUS:

- **Usually a focus for a victim story looks like this:**
- Something **bad** happened to **this person** (or people) << **BECAUSE** >> **this person** (or government or company) did something **wrong**
- **Usually a focus for a 'bad guy' story looks like this:**
- **This person (or company) got away with doing something wrong** << because >> **this politician/government department/ didn't do its job**



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FOR YOUR FOCUS:

**CAN YOU ANSWER THESE QUESTIONS:**

- **WHAT** WENT WRONG?
- TO **WHOM?** (WHO **SUFFERED**)?
- **WHY?** WHO **BENEFITTED**?  
WHO DID SOMETHING WRONG AND HOW DID THEY GET AWAY WITH IT?

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**Carmelo Bruzzese: wanted in Italy, in legal limbo here**

Published on Wednesday October 03, 2012



1 of 3  
Carmelo Bruzzese

Julian Sher, Rob Cribb and Peter Edwards  
Toronto Star  
Recommend 34

The name Carmelo Bruzzese conjures two very different narratives.

The slight, white-haired 62-year-old is a husband, father and doting grandfather who, by some accounts, leads a quiet life in Woodbridge, where he's frequently spotted socializing at a popular Italian restaurant.

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**SHARPENING YOUR FOCUS AS YOU DIG INTO YOUR STORY:**

- Mafia in Canada
- Mafia in Canada **flourishing**
- Mafia in Canada flourishing because???
- Mafia mobster Carmelo Bruzzese lives free in Toronto because Canadian and Italian police not cooperating and we have no anti-Mafia laws



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theworld.com  
**WORLD**

News / World

**Toronto sex offender could be first Canadian convicted of child sex tourism in Cuba**

Toronto man James McTurk, 78, has been convicted twice on child porn charges, and now faces charges of child sex tourism for abusing children in Cuba.



The Miami Herald  
Sunday, 03.31.13

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Published on Sunday, 03.31.13

THE TOURISM IN CUBA, BEHIND MY THUMB POINTS


**How Cuba became the newest hotbed for tourists craving sex with minors**

HAVANA — These stories are the result of a joint investigation by Toronto Star reporters Robert Cribb, Jennifer Guinn and Julian Sher, and The Miami Herald reporter Juan S. Tarrago. The 50-something Canadian...

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**SHARPENING YOUR FOCUS AS YOU DIG INTO YOUR STORY:**

- Child sex tourism
- Canadian child sex tourists **flock to Cuba**
- **Convicted pedophile James McTurk repeatedly travels to Cuba to abuse children because Canada does not track its sex offenders and the Cuban government ignores the problem**



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Fire in Old Dhaka



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**FOCUS: More people will die in fires < - -- because --- >**

- Mayor refuses to remove dangerous plastics [we need to prove they are dangerous]
- Fire hazards still rampant [we need to see if wires and other things are dangerous]
- Most chemicals are stored with no permits and no inspection!!!
- Chemicals should NOT be in residential area



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**FINAL FOCUS: More people will die in fires <--- because ----> Mayor and plastics merchants refuse to remove dangerous fire hazards**



- Saving plastics are "not flammable" ignores toxicity and other dangers, like being next to ignition sources
- Chemicals and plastics should NOT be in residential area in violation of building code
- no permits and no inspection means Mayor does not even know what is there
- chemicals being secretly moved elsewhere


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The "Searchlight" story:



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**Group Exercise: FIND THE FOCUS**



As a group, we look at the three stories

- >> **WHAT THE FOCUS SHOULD BE**
- >> **DID THE TV STORY REFLECT THAT FOCUS CLEARLY?**

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**DAY THREE :**

- 9/ WORKFLOW / PITCHES
- 10/GENDER BALANCE
- 11/ FACT-CHECKING

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**9. Workflow: From story idea to broadcast**



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In your newsrooms now:

- BEFORE THE STORY IS ASSIGNED:

90% of pitches by reporters made orally



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In your newsrooms now:

- BEFORE THE STORY IS ASSIGNED:


90% of pitches by reporters made orally



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In your newsrooms now:

ONCE THE STORY IS ASSIGNED:

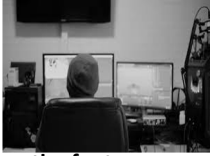


- >> 30% of newsrooms monitor the reporter's work in the field only "occasionally" or not all until script is finished
- >> 80% of news editors do not discuss with reporters at all or only "sometimes" what to film, the characters or structure BEFORE filming starts or during

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In your newsrooms now

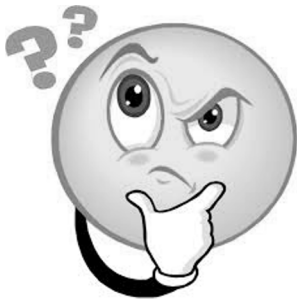
ONCE THE STORY IS IN EDITING:



- >> 80% of news editors do not see the footage before they edit the script
- >> 90% of the reporters do not write the video descriptions in their script
- >> for final approval, 80% of the time the editor only sees the video "occasionally" or only "rarely"

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What's wrong with that?



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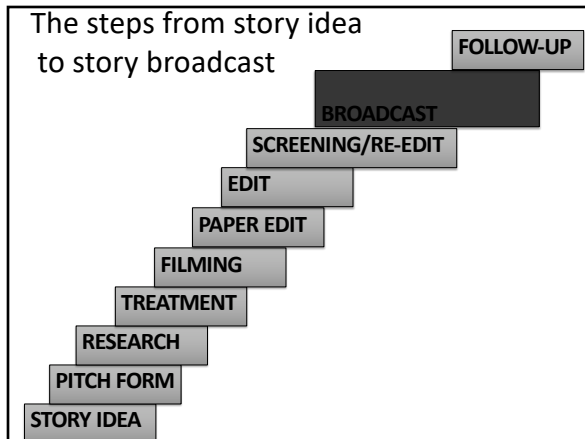
Group Exercise –

**WORKFLOW:**

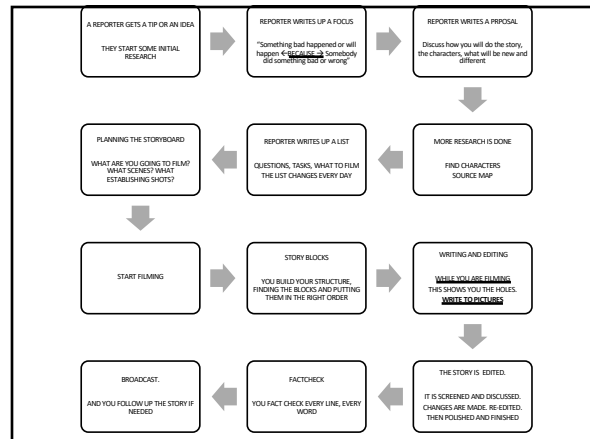


- Divide into three groups
- Each group comes up with at least FIVE current problems with their workflow right now and how to fix it

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### WORKFLOW PROBLEMS THAT ARE **NOT** GOING TO GO ASWAY:

- Reporters ALWAYS will need and ask for **more time** to do their stories
- Reporters ALWAYS will be **busy fulfilling other tasks** (live hits, etc)
- Editors ALWAYS will have **too much work, too many deadlines** to devote all the time they need to help a reporter
- Newsrooms ALWAYS **want and need more money and resources** to do investigations
- It would be BEST to have a **separate INVESTIGATIONS EDITOR** but that is not likely to happen
- Newsrooms ALWAYS have to **fight off political and economic pressures**

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### WORKFLOW SOLUTIONS THAT YOU CAN IMPLEMENT:

- Need **more coordination and teamwork**
- Need regular (short) meetings to **share information and discuss problems**
- Reporters need more **constant direction** from news editors
- If there is fear of political or economic interference, be honest about it.

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### REPORTERS:

- MUST SUBMIT **WRITTEN PITCHES**
- MUST HAVE A **FOCUS FOR THEIR STORIES**
- MUST **DESCRIBE THEIR VIDEOS** IN THEIR SCRIPT

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### EDITORS:

- MUST FIND **TIME AWAY FROM THE DAILY NEWS MADNESS** TO DEVOTE TO INVESTIGATIVE PLANNING AND GUIDANCE TO REPORTERS
- **GIVE EDITORIAL GUIDANCE TO REPORTERS BEFORE AND DURING** THE FILMING
- MUST DISCUSS WITH THE REPORTERS **WHAT THE VIDEO WILL BE AND HOW THE STORY WILL BE FILMED**
- MUST **MONITOR THE STORY AS IT IS BEING FILMED**
- IN EDITING, MUST **LOOK AT THE VIDEO** AND NOT JUST THE WRITTEN SCRIPT

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### **HOW TO CHOOSE YOUR STORIES**



- ✓2-A: IS IT **INVESTIGATIVE**?
- ✓2-B: HOW **EXCLUSIVE** IS IT?
- ✓2-C: DOES IT **FIT YOUR PRIORITIES**?
- ✓2-D: WHAT ARE THE **RISKS**?

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### **WHAT MAKES AN INVESTIGATIVE STORY?**



92

### **WHAT DO YOU NEED FOR ANY GOOD TV STORY (NOT INVESTIGATIVE)?**



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### **ALL GOOD STORIES NEED THREE BASIC BUILDING BLOCKS:**

- **GREAT CHARACTERS**
- **GREAT PLOT (structure)**
- **GREAT WRITING**

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### **WHAT EXTRA, SPECIAL THINGS DO YOU NEED FOR AN INVESTIGATIVE TV STORY**



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### **AN INVESTIGATIVE STORY NEEDS THREE ADDITIONAL BASIC ELEMENTS**

- ✓ **ABUSE OF POWER**  
[A powerful person or organization/ victims]
- ✓ **A NEW REVELATION**  
[Often about something someone wants to **keep hidden**]
- ✓ **EVIDENCE (THAT CAN BE SEEN)**

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### WHAT IS ABUSE OF POWER?:

- CAN BE A WORLD LEADER...



- OR A HUSBAND WHO BEATS HIS WIFE



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### WHAT KIND OF ABUSE OF POWER?

- CAN BE EXTREME, VIOLENT....

**Tea seller dies of burns**


*Police suspended over incident they led to his death*

**Staff Correspondent**

The vendor Babul Mankher, who had suffered severe burns in an incident involving police, died Monday after fighting death for around 14 hours.

Five policemen were suspended following the death.


Ninety percent of his body was burnt as he fell.



- OR CORRUPTION...

**Bangladesh dirty money fight complicated by coronavirus twist**

*Overhauling the essential financial equipment's sector in Bangladesh*



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### HOW REPORTERS PITCH THEIR STORIES

- Insist that all your reporters make a clear and concise pitch for their story – ***in writing***



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- ***Why is it better to pitch stories in writing:***




- ***Rather than orally??***

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A written pitch:



- Forces you to focus your thoughts
- Forces everyone to submit to the same standards
- Allows you to share the ideas more easily
- Give you a record of what was promised and what was the goal

101

- ***Why is it better to pitch stories in writing:***




- ***Rather than orally??***

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### THE PITCH FORM

#### Sample Story Pitch Form

Here is a sample "pitch" form. All journalists have to answer these questions before their story is approved

- > **FOCUS: WHAT IS THE BIG QUESTION YOU ARE SEEKING TO ANSWER? SO FAR BASED ON YOUR RESEARCH, WHAT DO YOU THINK THE ANSWER IS?**  
*[What's your focus? Usually in the form of: Why is something bad happening and who is to blame?]*
- > **HOW DOES YOUR STORY FIT THE MANDATE OR MISSION OF YOUR MEDIA OUTLET/NEWSPAPER/TV SHOW?**
- > **WHO ARE YOU HOLDING TO ACCOUNT — AND FOR WHAT?**
- > **WHAT MIGHT BE THE ONLINE NEWS HEADLINE FOR YOUR STORY?**  
*[If you can't summarize your story in a short and snappy headline, you're in trouble]*
- > **WHO IS YOUR MAIN PROTAGONIST?**
- > **WILL YOU HAVE ANY EXCLUSIVE INTERVIEWS OR INFORMATION?**
- > **WHAT WILL SHOCK, OUTRAGE OR ENTERTAIN PEOPLE THE MOST?**
- > **WHAT IS YOUR SUGGESTED STORY TREATMENT?**  
*[How long will it be, how will it look/read, what will be different, what will be the style?]*

DOWNLOAD THE FORM AT: [WWW.JULIANSHER.COM/TRAINING](http://WWW.JULIANSHER.COM/TRAINING).

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### THE PITCH FORM

#### স্টোরি পিচ ফর্ম

এখানে একটি নমুনা পিচ ফর্ম দেখা হলো। সকল সাংবাদিককে তাদের স্টোরি অনুমোদনকৃত হওয়ার আগে, অবশ্যই এই প্রশ্নকলনের উত্তর দিতে হবে।

- > স্টোরির নাম:
- > ফোকাস: **কোনটি বড় প্রশ্ন?** যার উত্তর আপনি খুঁজছেন? যতদূর সম্ভব আপনার গবেষণা অনুযায়ী, উত্তর কী বলে আপনি মনে করছেন?  
*[আপনার ফোকাস কি? সাধারণ কাঠামোয়: কেন খারাপ কিছু ঘটছে এবং কে দোষী?]*
- > আপনার স্টোরি কিভাবে **আমাদের সানাদিষ্ট ম্যান্ডেটের** (অনুশাসন) সাথে মিলে?
- > আমরা কাকে জবাবদিহিতার আওতায় আনতে যাচ্ছি – এবং কি জন্য?
- > আপনার স্টোরির জন্য অনলাইন শিরোনাম কী হতে পারে?
- > আপনার স্টোরির প্রধান চরিত্র/নায়ক কে?
- > আপনার কী কোন এক্সক্লুসিভ সাক্ষাৎকার কিংবা তথ্য রয়েছে?
- > কী সবচেয়ে বেশি মানুষকে **আশ্চর্য, অবমাননা কিংবা বিনোদিত** করে?
- > আপনার **সংক্ষিপ্ত** কী?  
*[কত দীর্ঘ, এটি দেখতে কেমন হবে, ভিন্ন কি হবে, কিভাবে তা সংক্ষিপ্ত হবে?]*

DOWNLOAD THE FORM AT: [WWW.JULIANSHER.COM/TRAINING](http://WWW.JULIANSHER.COM/TRAINING).

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### WHAT NEEDS TO BE IN YOUR REPORTER'S PITCH?

- > স্টোরির নাম:
- > ফোকাস: **কোনটি বড় প্রশ্ন?** যার উত্তর আপনি খুঁজছেন? যতদূর সম্ভব আপনার গবেষণা অনুযায়ী, উত্তর কী বলে আপনি মনে করছেন?  
*[আপনার ফোকাস কি? সাধারণ কাঠামোয়: কেন খারাপ কিছু ঘটছে এবং কে দোষী?]*
- > STORY NAME:

FOCUS: **WHAT IS THE BIG QUESTION** YOU ARE SEEKING TO ANSWER? SO FAR BASED ON YOUR RESEARCH, WHAT DO YOU THINK THE ANSWER IS?  
*[What's your focus? Usually in the form of: Why is something bad happening and who is to blame?]*

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### WHAT NEEDS TO BE IN YOUR REPORTER'S PITCH?

- > আপনার স্টোরি কিভাবে **আমাদের সানাদিষ্ট ম্যান্ডেটের** (অনুশাসন) সাথে মিলে?
- > আমরা কাকে জবাবদিহিতার আওতায় আনতে যাচ্ছি – এবং কি জন্য?
- > আপনার স্টোরির জন্য অনলাইন শিরোনাম কী হতে পারে?
- > HOW DOES YOUR STORY FIT **OUR SPECIFIC MANDATE**?
- > WHO ARE WE **HOLDING TO ACCOUNT** — AND FOR WHAT?
- > WHAT MIGHT BE THE **ONLINE NEWS HEADLINE** FOR YOUR STORY?

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### WHAT NEEDS TO BE IN YOUR REPORTER'S PITCH?

- > আপনার (স্টোরির) প্রধান চরিত্র/নায়ক কে?
- > আপনার কী কোন এক্সক্লুসিভ সাক্ষাৎকার কিংবা তথ্য রয়েছে?
- > কী সবচেয়ে বেশি মানুষকে **আশ্চর্য, অবমাননা কিংবা বিনোদিত** করে?
- > WHO IS YOUR **MAIN PROTAGONIST**?
- > WILL YOU HAVE ANY **EXCLUSIVE INTERVIEW** OR INFORMATION?
- > WHAT WILL **SHOCK, OUTRAGE OR ENTERTAIN** PEOPLE THE MOST?

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### WHAT NEEDS TO BE IN YOUR REPORTER'S PITCH?

- > আপনার **সংক্ষিপ্ত** স্টোরি **টিটমেশ** কী?  
*[কত দীর্ঘ, এটি দেখতে কেমন হবে, ভিন্ন কি হবে, কিভাবে তা সংক্ষিপ্ত হবে?]*
- > WHAT IS YOUR **SUGGESTED STORY TREATMENT**?  
*[how long, how will it look, what will be different, how will it be shot?]*

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## 10. Gender, minorities and stereotypes

### Why diversity in journalism matters




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## Men and women in journalism

- Diverse news rooms do a better job, because they cover news from different perspectives
- Diverse news rooms have better life-work balance
- Inclusive media appeals to more readers/viewers




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## How men and women are portrayed

- Women make up half the world population but only one quarter of news coverage
- Men are more often portrayed as experts
- Male politicians are given more talk time than female



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## "Diversity is a money maker"

Companies with the highest representation of women on their top management teams experienced better financial performance than companies with the lowest women's representation

- 35 percent higher return on equity\*
- 34 percent higher total return to stakeholders

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## Bangladesh women's income on the rise

▲ Marksman | Published: ○ November 22, 2017 20:04:33 | Updated: ○ November 27, 2017 22:03:18

The Financial Express  
Tuesday, 12 January 2021 | Today's FE | e-Paper



• <http://thefinancialexpress.com.bd/public/index.php/views/bangladesh-womens-income-on-the-rise-1511359473>

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## Challenges

- Men still in a majority of managers and leaders
- Women less likely than men to accept interviews
- Understanding whole spectrum of diversity

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11. BEFORE YOU ARE READY TO PUBLISH OR BROADCAST, FACT CHECK EVERYTHING!!!



EVERY LINE, EVERY WORD, EVERY PICTURE

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WHAT ARE SOME KINDS OF FACTS YOU NEED TO CHECK?



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THREE THINGS YOU ALWAYS NEED TO CHECK?



**A. IS THIS FACT ACCURATE?**

**B. HOW DO WE KNOW IT'S ACCURATE**  
WHAT'S OUR SOURCE – A PERSON? DOCUMENT? OUR OWN EYES?)  
HOW RELIABLE IS THE SOURCE, DOCUMENT OR OUR EYES?

**C. IS IT FAIR?**  
DO WE NEED TO REPORT IT?  
WHAT IS THE CONTEXT, THE BALANCE?

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**ALWAYS, ALWAYS ALWAYS KEEP QUESTIONNING YOURSELF**



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**NEVER FALL IN LOVE WITH YOUR STORY**



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**AVOID TUNNEL VISION**



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**Group Exercise – FACT CHECKING:**

Divide into three groups

Each group takes one of the stories and makes a list of:

- >> **WHAT FACTS NEED TO BE CHECKED?**
- >> **HOW?**

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**OUR GOALS FOR THIS COURSE:**  
**THREE PILLARS OF TV INVESTIGATIONS**

- HOW TO DO THEM:**  
HOW TO FIND, CHOOSE AND CARRY OUT YOUR INVESTIGATIONS
- **HOW TO TELL THEM:**  
HOW TO STRUCTURE AND WRITE YOUR STORIES
- **HOW TO ORGANIZE YOUR TEAM:**  
PITCHES, WORKFLOW, TEAMWORK

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**To recap:**  
**What you need to ask every day**

**1/DO YOU HAVE THE THREE KEY ELEMENTS:**

- > ABUSE OF POWER
- > A NEW REVELATION
- > THE EVIDENCE THAT WE CAN SEE

**2/CAN YOU ANSWER THESE QUESTIONS:**

- **WHAT** WENT WRONG?
- **TO WHOM?** (WHO **SUFFERED**)?
- **WHY?** WHO **BENEFITTED**?  
WHO DID SOMETHING WRONG AND HOW DID THEY GET AWAY WITH IT?

**3/WHO IS YOUR MAIN CHARACTER AND WHAT IS THEIR JOURNEY**


- **HOW WILL YOU TELL THE STORY VISUALLY?**

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**WORKFLOW SOLUTIONS THAT YOU CAN IMPLEMENT:**

- Need **more coordination and teamwork**
- Need regular (short) meetings to **share information and discuss problems**
- Reporters need more **constant direction** from news editors
- If there is fear of political or economic interference, be honest about it.

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**Your characters have to go on a journey**

- ✓ They struggle
- ✓ They win, they lose...
- ✓ They discover ...
- ✓ In other words **they grow and change**

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**Your characters have to reflect your audience:**

**GENDER BALANCE:**

- Women and men

**OTHER:**

- Religion
- Race
- Ethnicity
- Sexuality

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**THE PROPER WAY – VISUALS, SOUND AND THEN WORDS**

SAMPLE SCRIPT TEMPLATE

VIDEO:	SOUND:	NARRATION:
Wide shot – alleyway, children playing	Traffic noise in background,	In this neighborhood in Old Dhaka, there is always a worry...
Close up: children's faces	Children playing	Who will be the next child lost in a fire?
Close up: woman's hands folds a child's clothes Close up: her sad eyes	Sound of washing	(NO NARRATION, LET PICTURES BREATHE)
Tilt up to reveal face of mother		Banila Choudhury puts away clothes for her 8-year-old daughter who is never coming home again
	CLIP: She tells us about the day of the fire	

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**FIND YOUR FOCUS**




**WHAT IS GOING TO OUTRAGE PEOPLE?**

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**WHAT IS A FOCUS:**

- **Usually a focus for a victim story looks like this:**
- **Something bad happened to this person (or people) << BECAUSE >> this person (or government or company) did something wrong**
- **Usually a focus for a 'bad guy' story looks like this:**
- **This person (or company) got away with doing something wrong << because >> this politician/government department/ didn't do its job**



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**BE BOLD, BE BRAVE... AND HAVE FUN!!**



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**Julian Sher**  
 Investigative journalist, author and trainer



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