

International Press Style Guide

Excellencia MUN 2023

WELCOME PRESS CORPS:

Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.

- Article 19, the Universal Declaration of Human Rights.

Grace Kelly was right when quoted saying, “The freedom of the press is such that there is not much freedom from it.”

We take it that it is your innate passion for either words or pixels, or both, that has brought you here, and we warmly welcome you aboard the world of the International Press. While at the conference, you must keenly observe the goings-on, and take note of worthy instances, prepare reports, conduct research, formulate opinions, conduct interviews and polls, and preside a press conference for the Delegates.

The primary motive of the Press team thereof shall be to provide an unbiased platform for astute journalists and amateur photographers, to channel their sublime thoughts into concrete content generation. While we do know that fun is an inevitable element, we also expect a lot of you to learn as much as you can, because what’s a human without the constant urge to delve deeper?

We expect to generate a confined newsletter at the end of each day, with your contributions to the same, which might provide records of memories, not just for the Delegates, but for you as well. While at that, we convey to you our warmest welcome and absolute assistance to Excellencia MUN 2023.

The International Press has always been an indispensable part of any Model UN and serves the most pertinent function of documentation of the deliberation. As the delegates/diplomats, representing countries from all over the world gathered under a roof to engage in deliberation, the IP records all the crucial moments in words as well as photographs. The journalists have weapons mightier than the sword to carve out perfection through the perception that lingers all over different committees throughout the conference. The journalists have the creative liberty to evaluate committee proceedings and document them in the most grasping way possible.

Moreover, as a member of the international press, freedom of speech and expression must be exercised only as long as it upholds the sanctity and integrity of the conference as well as the delegates. Any lack of decency or diplomacy in reporting the proceedings and absence of factual correctness thereof would not be entertained.

As the members of the International Press essentially strive to keep everyone informed about the committee situation. It is going to be as challenging as an endeavor as it would be exciting. This walk provides basic information about the said role the journalists are expected to be thoroughly familiar with and be well-researched on the attendance of their respective committees

At Excellencia MUN 2023, the intellectual and emotional quotient of the journalists, as well as their ability to work impeccably under pressure, would be tested. To overcome all the challenges that this role might bring along we strongly recommend the members start the basic research well in advance to efficiently, produce unimpeachable pieces of work. A sense of dedication and responsibility towards the work during the conference is what we unreservedly expect out of the journalists. We eagerly look forward to working and interacting with all the members on this forum and we hope that it comes as an engaging appealing and productive work group in which, alongside all the fun that we would have and would certainly learn a lot we are sure of our constant availability and guidance in case of doubts and queries.

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POLICY AND CODE OF CONDUCT

- We will always follow diplomacy as a code and conduct and not let go of professionalism.
- We will adhere to decency and not portray any form of unacceptable behavior at any time during the conference, and always follow the line of astute and proper temperament and behavior, with everyone and each other.
- We will be present in the allotted committee at all times, keeping a constant record of inside committee happenings, albeit without disrupting committee proceedings, which includes but is not limited to keeping all electronic devices on silent, paying attention, and the likes of it as such.
- We will strictly follow and adhere to the policies of Excellencia MUN 2023, as prescribed by the secretariat, and will not defy them at any point in time.

JOURNALISTS

SUBMISSIONS

It is a two-day online MUN we will be expecting a minimum of four reports per day. In the field of press, there are various types of reports. This section describes the types of articles we will be expecting from the reporters.

1. **Beat Based Articles (Session Based Articles)**

Beat-based reporting is in-depth reporting on a particular issue or organization, over a period of time. The beat is the central idea of such an article and must pertain to every line used in writing this article. A beat-based article for any conference must ideally be about **250 – 300 words** long and is written about any one particular issue being debated in the committee assigned to the reporter within the ambit of the agenda. The article must be informative, with facts to supplement the point being reported. Reporters writing beat-based articles must collect information that is up-to-date, and viable and must also build up a base of knowledge on and gain familiarity with their beat, allowing them to provide insight and commentary in addition to reporting straight facts. Technically, this is where your research on the specific topic reflects. How well-versed you are with the agenda is seen here.

2. **Press conference report**

The press conference is when questions are put to the Delegates by the Press Corps journalist(s) assigned to their committee. In this MUN the reporters will have the chance to hold a press conference after every segment of the deliberations. The journalist may question any Delegate with regards to anything stated during their speeches, or mentioned in their chits, and regarding the agenda. Compared to other submissions, a press conference report requires additional research, which eventually forms the very backbone of a press conference. Armed with proper research, the journalists will be in a position to point out any inaccuracy made by the delegates in their speeches/foreign policies. The word limit of a press conference report is usually between **150 – 200 words**. However, the reporters may exceed the limit provided the length is proportional to the content collected in the press conference. The reporters must therefore be very attentive during the committee proceedings, and take notes of any statement they feel they can ask questions about. Recording the exact statement will be extremely beneficial.

3. **General report**

A piece written in reported speech exclusively, this submission focuses on how the entire committee's proceedings went, and gives a concise account of the same, in a specific style of structuring called the Inverted Pyramid Style of Structuring (more on that below.)

Ideally, to be written in paragraphs, this piece is not to cross **350 words** at the most. Please adhere to the same.

4. Opinionated Editorial

An opinionated editorial is a niche piece written by a subject expert, who can have an elite opinion on the matter relating to that topic. It usually is not asked of all journalists and is required only by a few, depending upon the quality of work submitted, or committee requirements, usually emergency or crisis committees and Lok Sabha making it to the cut. However, an open editorial also called an opinion article, is one where the reporter reflects their individual perspectives, takes on the committee proceedings and presents them wrapped in diplomacy. Taking subtle digs is fine, as long as brutality is kept at bay as far as possible (read: NOT.) Writing an opinionated editorial requires intense research. This does not imply simply finding facts but also involves the examination of different perspectives on an issue. The argument or situation presented in the editorial must be substantiated with explanations to prove it. Although the purpose of an opinionated editorial is to express the opinion of a reporter, it cannot express a generic argument. An op-ed must ideally be 200-250 words. The secret of any good opinionated editorial is analysis-examining different perspectives on an issue. The more perspectives one examines, the more holistic one's analysis becomes.

5. Interview Transcript

A reporter is expected to interview either a Delegate, a bloc, or an Executive Board member, at his/her convenience. The interview is strictly to comprise questions relating to the agenda or committee. A small deflection relating to the performance or pace of the committee is allowed but refrain from treating this as a paparazzi fiesta where you can throw a volley of personal questions at the subject in question. Ideally, an interview transcript is not expected to have a word limit, but a considerable content contribution is highly appreciated. In a Model UN conference, an interview becomes inevitable and necessary, because it delves into absolutely personal opinions, but gives us a better window into how several subjects and issues are perceived in committee. It helps a journalist gather primary data and also gives them a broader understanding of inside-committee opinions, forming a part of your research.

6. Creative Piece

A major contributor to your freestyle working autonomy will be the submission of a creative piece, which can be a poem, a set of haikus, or a short story, as long as the content is original and absolutely your own individual brainchild. This gives you the poetic ability to play with words and ideas, albeit in keeping with the agenda, as your piece should revolve around a central theme that is drawn off the agenda, in whole or

part. You can stretch up to 800 words for the creative piece, the minimum being 150 words, on average.

7. Opinion Poll

These articles bring a statistical dimension to the newsletter. What a journalist is required to do is frame a question. Then you must provide options as an answer. You conduct a survey in the form of a placard vote and make a note of this data. Then it must be represented graphically in a pie chart. After this, you must analyze this data and lastly, summarize it in conclusion, ideally not more than 200 words.

8. Humour Story

A satirical take on a rather intentionally unreasonable quip, as taken place in committee, the humour story hits the nail right to home, rather wittily. Creativity is an appreciated asset for this article, which should strictly not exceed 300 words. A smaller version of the humour story is a snippet. A snippet is your chance to write about all the informal talk and humorous things that happened in the committee. Satire, humour, and sarcasm are welcome here. You are allowed to use relaxed, but not derogatory language. This will be the “lighter side” of the newsletter.

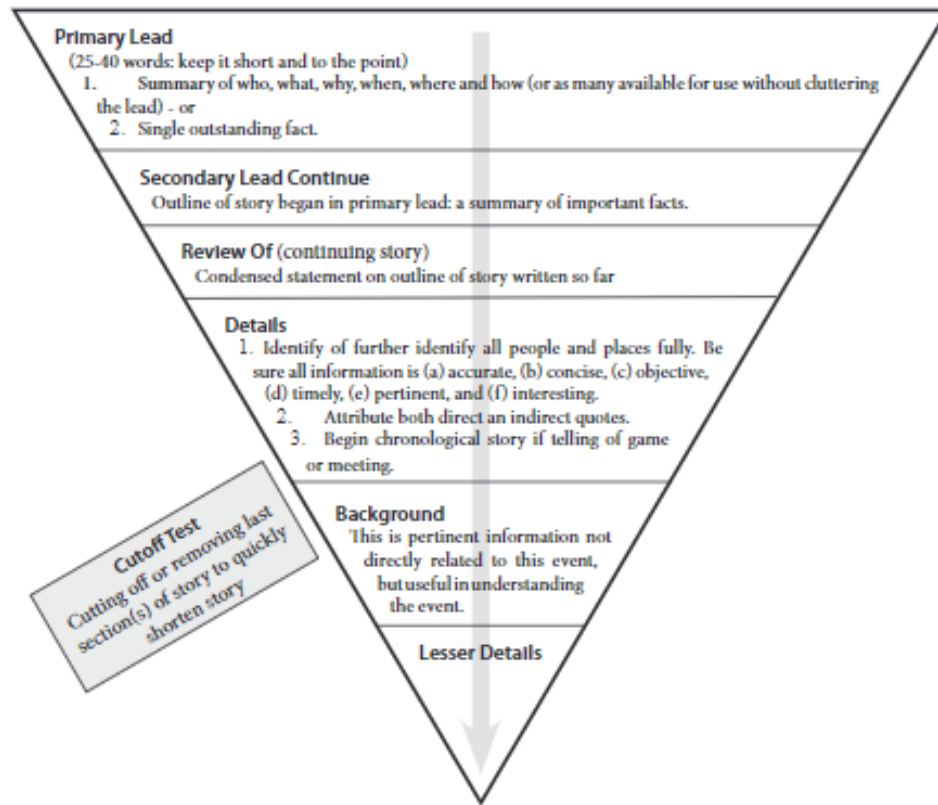
9. Feature

This section can include photo stories or even fictional writing and poems relevant to the respective agendas. Apart from the basic beat-based reporting and Op-Eds, reporters are also free to experiment with different genres of writing in a feature. However, the word count must not go beyond 500.

A sample of all these articles will be sent to you via email/ Google classrooms

IMPORTANT STRUCTURING GUIDELINES:

- a. The reports are best written in the inverted pyramid style.



b. **ABC OF JOURNALISM:**

- 1) **Accuracy** – The content is to be accurate, i.e., factually precise and true. It also means to be submitted on time. No delays will be entertained.
 - 2) **Brevity** – The content that is to be delivered to the reader should be done so in clear and exact words, i.e., there shall be no confusion to the reader.
 - 3) **Clarity** – the message or objective of the article is to be clearly understood by the reader.
- c. **Abbreviations-** “Bhartiya Janta Party (BJP).” Only after you’ve abbreviated a name you may use the abbreviation in the article several times. Avoid mentioning abbreviations in the title or by line.
- d. **Official names-** State the official name recognized by the United Nations/Government and then in parenthesis, mentions the unofficial name of the country. Example: People’s Republic of China (PRC/China).
- e. **Numbers-** Make sure that numbers from one to ten are written in words and numbers after that can be written numerically. Example: (two, 11, 17).
- f. **Percentage symbol-** Never use the percentage symbol. Always mention it as ‘per cent’.
- g. **Time-** The time should be written numerically, with ante-meridian and post-meridian abbreviations, in uppercase, without periods and one space after the time. Example: 11:30 AM on Saturday.

- h. Images – Every article you submit is to have a minimum of one image and a maximum of three images. The images should be grouped with credits obtained from the source, below the image
- i. Respected Posts- While referring to a specific post, do not abbreviate. Use hyphens between the prefix and the general post. Example: Secretary-General, Prime - Minister.
- j. Style- For this conference, we will be using **British English**.
- k. Refer to the following to avoid fallacies in terms of punctuation.
https://www.apu.edu/live_data/files/288/basic_punctuation_rules.pdf

GENERAL FORMAT OF AN ARTICLE (INCLUDING FONTS)

(b) Name– Times New Roman (Italicized) – 10; Left aligned (c) Body— 11; Justified Alignment

Title: A title must be confined to 3-6 words, and must sound catchy for our readers, guidelines for titles are

- ✓ Centre Aligned
- ✓ Georgia Font
- ✓ Font size 14

Name and By-line: A by-line is usually used for giving a basic description of what the article is all about, again, it must be catchy so that it motivates our readers to continue reading, here are certain guidelines for a by-line that is to be followed

- ✓ Left Aligned
- ✓ Times New Roman, in italics
- ✓ Font size 10

Body: You must divide your body into paragraphs to ensure that it looks appealing, and here are its guidelines

- ✓ Justified aligning
- ✓ Palatino Linotype
- ✓ Font size 11

MARKING SCHEME:

The members of the press corps (reporters) will be marked on the following set of general criteria. However, the individual heads may follow additional parameters, which you may request at the end of the conference.

- a. Grammar and vocabulary
- b. Structuring and formatting (syntax)

- c. Press conference
- d. Content (substance and creativity)
- e. Orderliness (punctuality and sticking to word limits)
- f. Research and diplomacy
- g. Accuracy-Brevity-Clarity
- h. Demeanor (being present in committee during all times, dressing as per code, behaviour, etcetera)
- i. Overall appeal and relevance of content submitted
- j. Brownies points.

PHOTOJOURNALISTS

SUBMISSIONS:

1. Monochrome

It means that the photographs use only one colour (or, more accurately, variations of one colour). For example, black and white, sepia, and cyanotype are all considered to be monochromatic as they're each composed of different shades of one colour.

2. Abstract Pictures

While many commonly observed photography rules don't apply, a good abstract photo always has a clear, structural design. A lot of thought goes into the order, placement, and balance between shapes, patterns, textures, subject(s), and even colours within an abstract image.

3. Picture-Based story

A written piece of description that a particular photograph depicts. With a word limit of 150 words, photojournalists are expected to select a photograph and describe the story behind the picture. A photograph

4. Standards

Any type of picture which the photojournalists click using any technique. The use of ISO, aperture, and Shutter Speed would be assessed more intricately in this type of submission.

5. Portraits

Solo pictures of people or objects with a properly defined subject. The use of special techniques like double exposure, zoom burst, rule of thirds, etc. would be given more emphasis while assessing these types of submissions.

IMPORTANT GUIDELINES:

1. It is always a good idea to engage in some empty-handed recce before clicking pictures. Understanding the environment and assessing the various elements which will affect your work like; light source, placement of the people, etc. If there is a change that can be made note and down and the Executive Board will look into it.
2. Make sure your equipment is fully charged before the event and carry multiple backup data storage devices.

3. It is advisable to click pictures with the highest resolution possible on your equipment.
4. Collaborating with your fellow Journalists is necessary. Photojournalists are responsible for providing them with the photographs of their articles.
5. Editing any submissions beyond the characteristic of brightness is strictly prohibited.

GENERAL FORMATTING:

The submissions are to be made in .jpg or .jpeg format via Google Drive.

MARKING SCHEME

- a. Framing
- b. Composition
- c. Clarity
- d. Alignment
- e. Story
- f. Punctuality
- g. Decorum and Demeanor
- h. Miscellaneous (to be discussed later)