

A perspective view of a dark, narrow tunnel. Two parallel train tracks run from the foreground towards a bright, glowing exit at the far end. The walls of the tunnel are lined with vertical wooden planks. Two small, dark figures of people are visible standing on the tracks near the bright light at the tunnel's exit.

Approaching the deadline

After this week you will:

- Have identified the elements needed in a good assignment
- Got feedback on your work so far
- Prioritised what to do in the remaining time

First, fill out this form again!

forms.office.com/e/VwEJJT8Q0t

What can we do now?

1. Explain how data is used in journalism
2. Generate angles/ideas for stories
3. Create charts + maps that *tell a story*
4. Use FOI to get information for a story
5. Get stories from data using pivot tables, % change/proportion, and functions
6. Identify interviewees for a data story

Demonstrate a critical understanding of new innovative models of media, [for] the creation of frameworks of journalism texts and products

- **Effective understanding of the medium, demonstrated in practice:** evidence of ‘good practice’ such as spelling/grammar, use of colour, scale etc, clarity and accuracy of material (including any visualisation), structure, understanding of genre (e.g. feature vs news)
- **Strength of story ideas and creative concepts:** topicality, originality, and suitability for a particular audience and outlet.
- **Understanding of newsgathering models, demonstrated through:** planning, use of techniques such as FOI/scraping/APIs, cleaning, use and breadth of interviews, quality of analysis, rigour & statistical validity of conclusions

0%-39%	40%-49%	50%-59%	60%-69%	70%-79%	80%-89%	90%-100%
Journalism texts and products are poorly produced, or there is an insufficient amount of work for the brief. Understanding of innovative models may be below the minimum standard required.	Journalism texts and products are adequately produced and demonstrate a sound but limited understanding of innovative models. Creative concepts and technical skills at basic level.	Journalism texts and products are well produced and demonstrate a good understanding of innovative models. Concepts could be more creative and technical skills require greater attention to detail.	Journalism texts and products are very well produced and demonstrate a very good understanding of innovative models. Concepts show creativity and technical skills are developed.	Journalism texts and products created to an excellent standard and demonstrating a high level of understanding of innovative models. Concepts show creative development and strong technical skills.	Journalism content which is produced to an exceptional standard demonstrating a professional level command of innovative models. An awareness of client/audience is also evidenced in the work.	Journalism content above professional standards, establishing potential new practices or methods.

Checklist 1:

- ✓ 3-5 **stories** (news and/or features)
(Can also include social: threads, visual, video)
- ✓ **REWRITE**: structure, spelling, grammar
- ✓ **Charts/maps** - EDITED for techniques
- ✓ Original **quotes** from interviews + logbook
- ✓ Analysis: **copies of spreadsheet** work

Including your spreadsheet

Do NOT use screenshots - submit the XLSX files as well as the articles/evaluation

We need evidence of analysis! The XLSX file allows us to see calculations, pivots, filters etc. — and check them

For stories:

- ✓ **Know your genre:** is it news or feature? Have you read books/guides on news/feature writing?
- ✓ **Read examples** to help: mirror them.
- ✗ Don't give your opinion or use subjective language. Keep it **factual**.
- ✓ **Plan:** allow time for background research, analysis, chasing interviews, visualising, editing
- ✓ **Adapt** to different information - change the angle

BCU journalism: everything you need to know about writing tips, sourcing stories, style, ethics and guidelines

This is a working document - users can suggest new entries or changes to existing one. Please check the online version on Moodle for working hyperlinks. The guide is intended to apply particularly to the news site BirminghamEastside.com - [you can find a contributor guide for that at the end of this document](#).

[General points on structure and style](#)

[The headline](#)

[‘Second headlines’ and standfirsts](#)

[The first paragraph \(intro\)](#)

[Speaking in the first person](#)

[The ending](#)

[A brief guide to genres and formats](#)

[Sourcing](#)

[Press release-based stories](#)

[Embargoes](#)

[Council meeting-based stories](#)

[Court- or police-based stories](#)

[Subbing checklist - mistakes to watch for](#)

[‘Banned’ words, cliches, and words to use with caution](#)

[Headlines](#)

[Names and places](#)

[Quoting and quotes](#)

[Numbers](#)

[Dates](#)

[Apostrophes](#)

[Their/there/too/to and other homophones \(similar sounding words\)](#)

[Hyphens and ages](#)

[Frequently misspelled words](#)

[Good grammar](#)

[Frequently misused words](#)

[Using two words when one will do \(redundancy and tautologies\)](#)

[US spelling](#)

[Capitals - and coronavirus!](#)

[Using fancy words when simple ones will do](#)

[Misquoted sayings](#)

[“Fewer than” or “less than”?](#)

[Subbing continued: style](#)

[Using social networks: professionalism](#)

[Objectivity and impartiality](#)

[Staying independent](#)

[Legal issues and regulation](#)

[Regulation](#)

You will find the [BCU Journalism Style Guide](#) on the course Moodle and other Moodles

For interviews:

- ✓ **Be empathetic:** ask for a chat, don't demand
- ✗ **Don't** interview for opinion - interview for **facts:** context to the data (why, how, who)
- ✗ **Don't** only interview one side - try to get the **other side's** story & offer them a right of reply
- ✓ **Research:** identify 10 names for every 1 needed. Experts, power, representatives
- ✓ **Persist:** chase regularly

Remember this...

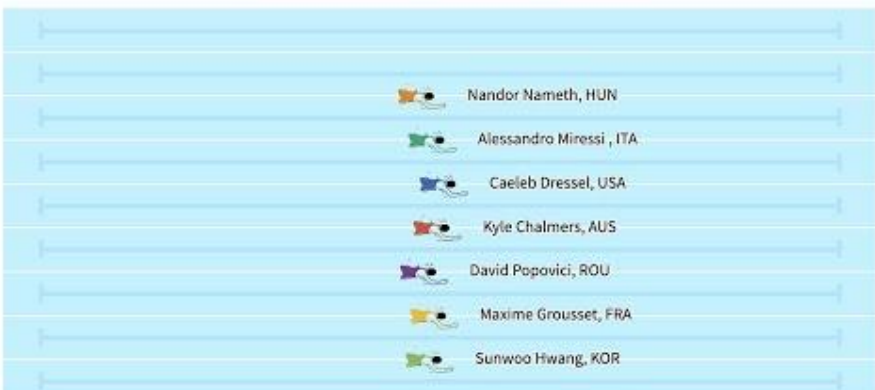
Role in story	Powerful sources	Experts	Representatives	Witnesses	Case studies
Action	Taking action Proposing action Objecting	Publishing research Raising concerns	Raising concerns	Provides new information about an event	Takes legal action or campaigns
Colour and context		Providing background to an issue, event or claim		Describing what they saw happen	Describing how something affected them
Reaction	Criticism of or support for action or proposals	Criticism of or support for action or proposals	Criticism of or support for action or proposals		Criticism of or support for action or proposals
Response	To criticism of, or concerns about, their actions		To criticism of, or concerns about, their actions		

For charts (don't use Excel!):

- ✓ **Clean & trim the data:** remove what you don't need, make sure all columns have headings
- ✓ **Pick the right chart:** comparison (bar)? Composition (pie)? Change over time (line)?
- ✓ **Headlines, not labels:** refer to the class/reading
- ✓ **Use colour strategically:** not a rainbow
- ✓ **EDIT and redraft:** is it missing an axis? Does it need that legend?

Tokyo Olympics Men's 100-Meter Freestyle Final

Results are based on 50-meter time and finish.

- 
- Nandor Nameth, HUN
 - Alessandro Miressi, ITA
 - Caeleb Dressel, USA
 - Kyle Chalmers, AUS
 - David Popovici, ROU
 - Maxime Grousset, FRA
 - Sunwoo Hwang, KOR

Flourish[®]
Webinars



Visualizing football content

For spreadsheets:

- ✓ **Pivot if it's granular data:** don't bother if it's summarised already
- ✓ **Rank or calculate change if it's summary data**
- ✓ **Look for functions to solve other problems**
(find a chapter in Finding Stories in Spreadsheets that relates to your challenge)

	A	B	C	D	E	F	G	H
1	Type	Gender	Age range	Self-defined	Legislation	Object of search	NO OUTCOME	Outcome
2	Vehicle search			Police and Cr	Offensive weapons			A no further action d
3	Person search	Male	25-34	Asian/Asian E	Misuse of Dn	Controlled drugs		A no further action d
4	Person search	Male	25-34	Asian/Asian E	Misuse of Dn	Controlled drugs		A no further action d
5	Vehicle search			Police and Cr	Offensive weapons			A no further action d
6	Person search	Male	18-24	White - Any c	Police and Cr	Article for use in theft		A no further action d
7	Person search	Male	18-24	Black/African	Police and Cr	Article for use in theft		A no further action d
8	Person search	Male	Oct-17	Black/African	Police and Cr	Article for use in theft		A no further action d
9	Person and V	Male	25-34	White - Any c	Police and Cr	Article for use in theft		A no further action d
10	Vehicle search			Misuse of Dn	Controlled drugs			A no further action d
11	Vehicle search			Misuse of Dn	Controlled drugs			Arrest
12	Vehicle search			Misuse of Dn	Controlled drugs			Arrest
13	Person search	Male	25-34	White - Englo	Misuse of Dn	Controlled drugs		Arrest
14	Person search	Male	25-34	White - Englo	Misuse of Dn	Controlled drugs		Arrest
15	Person search	Male	18-24	White - Englo	Police and Cr	Offensive weapons		Arrest
16	Person search	Male	25-34	White - Englo	Police and Cr	Offensive weapons		Arrest

	D	E	F	G	H	I	J	K	L
1	SAP Document	Posting date	Vendor	Actual Value					
2	7503458938	01/06/2018	ADDACTION	850,753.67					
3	7503461859	01/06/2018	GUMELG SUPPORT LIMITED	90,550.78					
4	7503461944	01/06/2018	WATER PLUS LIMITED - FORMERLY	86,343.10					
5	7503458947	01/06/2018	BROOK LIVERPOOL	48,510.75					
6	7503458948	01/06/2018	REDSTAR LTD	40,500.00					
7	7503458947	01/06/2018	LIVERWIRE (WARRINGTON) CIC	38,547.42					
8	7503458946	01/06/2018	SOLUTIONS 4 HEALTH LTD	33,254.67					
9	7503458948	01/06/2018	REDSPACE RESOURCE LTD	32,000.00					
10	7503458948	01/06/2018	ACTION ON ADDICTION	31,828.17					
11	7503458941	01/06/2018	LIVERPOOL COMMUNITY HEALTH NH	28,219.41					
12	7503461858	01/06/2018	GUMELG SUPPORT LIMITED	25,835.10					
13	7503461861	01/06/2018	GUMELG SUPPORT LIMITED	21,395.00					
14	7503458940	01/06/2018	AGE CONCERN LIVERPOOL & SEFTON	20,387.93					
15	7503458948	01/06/2018	SAHIR HOUSE	14,078.33					
16	7503458941	01/06/2018	LIVERPOOL COMMUNITY HEALTH NH	13,888.92					
17	7502092548	01/06/2018	PILOTION LIVERPOOL	12,877.84					
18	7503458951	01/06/2018	LOCAL SOLUTIONS	9,534.00					
19	7503458939	01/06/2018	BROWNLOW HEALTH	5,993.67					
20	7503458937	01/06/2018	LIVERPOOL JOHN MOORES UNIVERS	4,642.00					
21	7503458943	01/06/2018	THE BIG ISSUE IN THE NORTH TRUST	3,248.17					
22	7502092558	01/06/2018	ALDER HEY CHILDREN'S NHS FOUNDA	5,800.00					
23	7503458949	01/06/2018	IMKSEVCARE ALIJI ANN	5,230.08					
24	7502092557	01/06/2018	PRINCE OF PATRICKS - TYLTON	4,145.00					

	A	B	C	D	E	F	G	H	I	J
1	Rank	Team	Attendances	ATT RANK LOOKUP	Team	Rank	P	W	D	C
2	1	Arsenal	18,196	HYLOOKUP(F2, F:G)	Arsenal	1	3	3	3	C
3	2	Liverpool	8,912		Manchester City	2	3	3	3	C
4	3	Manchester City	5,729		Manchester City	3	3	2	2	C
5	4	Chelsea	3,873		Manchester City	4	2	2	2	C
6	5	Brighton & Hove	3,787		Tottenham Hotsp	5	2	1	1	C
7	6	Manchester City	3,428		Aston Villa	6	3	1	1	C
8	7	Aston Villa	3,391		Everton	7	3	1	1	C
9	8	Leicester City	3,295		West Ham Unite	8	4	2	2	C
10	9	Reading	2,377		Brighton & Hove	9	3	1	1	C
11	10	Tottenham Hotsp	1,997		Liverpool	10	4	1	1	C
12	11	Everton	1,381		Reading	11	3	1	1	C
13	12	West Ham Unite	1,348		Leicester City	12	4	1	1	C

Quick guide to spreadsheet formulae

Note: some will work in both Excel and Google Sheets, but not all. Check their Help files.

[Quick guide to spreadsheet formulae](#)

[Calculate per capita \(per person\)](#)

[Calculate percentage of whole](#)

[Calculate the percentage change](#)

[Counting and adding: SUM, COUNTA](#)

[Calculate the average: AVERAGE, MEDIAN, MODE](#)

[Count how many times a value occurs: COUNTIF](#)

[Grabbing data from another sheet: VLOOKUP](#)

[Create new text based on existing data: IF, NOT, AND, OR](#)

[Formatting text: CONCATENATE and SPLIT](#)

[Formatting text: RIGHT, LEFT and MID](#)

[Extra functions to help with extracting text: LEN and SEARCH](#)

[Extracting and cleaning dates: TEXT](#)

[Repeating formulae across multiple cells - or fixing a reference](#)

[Copying a formula down a whole column with one double-click](#)

[How to tell your formula you don't want it to change a cell reference when copied](#)

See the crib sheet on Moodle for the most common problems

Research, plan and evaluate entrepreneurial journalism and innovations, using analytical and reflective skills to evaluate individual performance:

- **Understanding of professional contexts:** exploration and application of literature on best practice in the field; exploration of relevant legal considerations (e.g. privacy, the use of FOI laws, defamation, contempt, copyright, etc.), and ethics (e.g. accuracy, transparency, accessibility, inclusion, appropriate use of language, etc.)
- **Planning and project management:** professional documentation, including research and ideas development, pitches, source mapping
- **Critical evaluation and reflections:** identification of areas for further development or improvement, and methods or resources for doing so

0%-39%	40%-49%	50%-59%	60%-69%	70%-79%	80%-100%
Weak or inadequate research and/or poor evaluation of the work in the context of best practice and professional considerations. Seriously lacking in detail and little evidence of understanding.	Research sound but limited and basic evaluation of the work in the context of best practice and professional considerations. Much more detail/depth of understanding required.	Appropriate and competent research with good evaluation of the work in the context of best practice and professional considerations. More detail/depth of understanding required.	Solid and detailed research with a very good evaluation of the work in the context of best practice and professional considerations. Meets the requirements of the brief with minor flaws.	Substantial research and planning with an excellent evaluation of the work in the context of best practice and professional considerations. Fully meets the requirements of the brief	Comprehensive and independent research going beyond the requirements of the brief, incorporated effectively into a well-planned project. Evaluation provides exceptional insights into professional, legal and ethical context.

What can we do now?

1. **Explain** how to generate angles
2. **Describe** techniques for making effective charts + maps
3. **Describe** considerations with FOI
4. **Identify** the right spreadsheet methods to answer particular questions
5. **Identify** interviewees for a data story

Checklist 2:

- ✓ Identified **target publication + audience**
- ✓ **References** to the readings + independent reading
- ✓ Explained how you **used** techniques from readings, style guide, etc.
- ✓ Referred to evidence of **planning**: diary, contacts book, evidence of brainstorming
- ✓ Identified how stories could be **improved** by using techniques from readings (reference!)

Why would this not get any credit?

The genAI diversity guidelines are essential in ensuring that artificial intelligence systems produce fair and inclusive content. These guidelines exist to address the built-in bias in AI algorithms, which can perpetuate harmful stereotypes and discrimination.

This is what's missing:

The genAI diversity guidelines (Sir Lenny Henry Centre for Media Diversity, no date) are essential in ensuring that artificial intelligence systems produce fair and inclusive content. These guidelines exist to address the built-in bias in AI algorithms, which can perpetuate harmful stereotypes and discrimination (Sir Lenny Henry Centre for Media Diversity, no date).

Bibliography

Sir Lenny Henry Centre for Media Diversity. Six principles for responsible journalistic use of generative AI and diversity and inclusion, Birmingham City University, no date.
<https://www.bcu.ac.uk/media/research/sir-lenny-henry-centre-for-media-diversity/blog/six-principles-for-responsible-journalistic-use-of-generative-ai-and-diversity-and-inclusion>

Still looking for ideas?

- Gender pay gap data
- Police data: stop and search, crimes, outcomes
- Sport data: cricket, MMA, athletics, Euros!
- NHS England + NHS Digital
- Education data: HESA, DfE
- Justice data (courts, sentencing)
- Google Trends
- Look ahead: Wimbledon, etc.

Make a list now

- What are your stories?
- Which datasets do you have?
- Which datasets do you need?
- What charts will you use?
- What interviews?

Workshop

- What story angles can you do with the FOI/kit data?
- Use the 8 angles template! The sources framework!
- Work on your stories
- Get feedback on drafts, ideas, plans
- Get help on problems

Good luck!