

## Part 1:

The target audience for middle aged adults, home owners who get their news from a state wide radio station website.

### Text:

Today's wild weather causing major damage to homes and businesses all around Adelaide kept SES crews on their toes. They have been dispatched to more than 200 jobs, mostly in the southern suburbs.

Sergeant Graham Wrightson, the Police spokesperson encourages everyone to stay indoors, "plan not to drive unless it's essential. Conditions on the roads are particularly dangerous, and will continue to be so for several hours yet". He also says that although over one hundred accidents have happened so far today, none have been serious.

Port Noarlunga residents Vincent and Laura Czarnecki woke to a horrifying noise only to find a large gum tree had fallen on their home. Laura stated that "The living room ceiling had mostly fallen in, and the kitchen and dining room are also damaged". The SES put up tarpaulins to try to stop more rain getting in, but there is still going to be a massive clean-up on their hands.

Some homes along the Onkaparinga River have been subject to minor flooding. Volunteers from the neighbourhood and the SES are working on protecting the houses from the floodwaters with some homes already being sandbagged. Resident Giorgio Montagna, whose house was flooded commented "The riverbank is quite high here, so I can't believe the house has actually flooded. That was one of the things we looked into when we bought the place ... that we wouldn't have to worry about the possibility of flooding" He is relatively confident that unless the weather gets really bad the damage shouldn't get any worse because of the sandbags that were put in place.

The storm damage has caused SA Power Networks to cut power in some areas including nearly 25,000 homes between Cumberland Park and Darlington, 10,000 homes in the Noarlunga area and another 5000 homes in the Henley Beach area. It is expected to take up to 24 hours to restore the power supply if no further damage occurs.

According to the Bureau of Meteorology the maximum temperature for today was 11.6 degrees. Wind speeds overnight and today got up to a staggering 110km/h. The calculated rain that has already fallen last night is about 35mm with more than 30mm of rain fallen since 9am.

There are road weather alerts currently issued for Adelaide, the Adelaide Hills and the South-East of the state. It is expected that the weather conditions are to start improving from 6pm.

## Audio

A man has gone missing after being hit by waves at Brighton beach. He is believed to be an Austrian Backpacker, unfortunately the sea is too rough to send out boats to look for him so the search is limited to land.

Today's wild weather caused SA Power Network to cut power to homes all over Adelaide after SES crews were called out to storm damage incidents.

Sergeant Graham Wrightson, a Police spokesperson suggests "home is still the safest place to be".

According to the Bureau of Meteorology it is expected that weather conditions improve later this evening.

## Part 2:

The assignment to write two complimentary news reports for two different mediums is presented above. For these news reports to cater to the selected target audience there were specific decisions that had to be made in regard to how these articles were written and formatted. Below I will explain the choices I made while writing the news reports and why I made them.

The news values in these stories are Timeliness as this report is published the evening of the day it happened and "events should be reported on soon after they happen" (Grundy et al, 2012, p33). Impact is a news value that is used because the more people an incident affects, the stronger the story (Grundy et al, 2012, p33), and this incident affects many people. Proximity is used in these articles because the news is a local issue and "events occurring within the circulation area or the broadcast footprint are likely to be of most interest" (Grundy et al, 2012, p33). Human interest is a news value in these articles because the wild weather and events associated involved and impact people. A human angle on a story is "is supposed to make it easier for the public to digest and understand" (Grundy et al, 2012, p34).

One of the conventions of news writing that I followed while writing the article was having a lead/intro. In the lead I cover the Who, What, When, Where, Why and how. The lead is one of the most important elements of an article because it "may be all some people will read" (Grundy et al, 2012, p121).

These news reports are a certain length because it is important that stories for news are "short, concise and to the point" (Gibbs and Warhaver 2002, 65). The text news report is around 400 words, just enough to tell all the important information and the reader not get bored. The audio news report is around 90 words so that when spoken aloud it converts to 30 seconds of air time. A radio news bulletin is very short and to the point and only

current and important information is used. "It's better to have a short bulletin that people can remember than a long bulletin that leaves the audience confused" (Witschi, 2015).

For an online audience the paragraphs in the text news report were kept short so that the story could flow easily from one section to the other and that the chances of reading all of the article are higher. Having an online audience also meant that the writing was in present tense as much as possible. This enables anyone at anytime to come and read the article and know that it is as recent as it can be.

I ensured the stories were complimentary by not including exactly the same information and having different angles. For the text news report the story is about the SES and the stories of people who were helped by them. The audio news report focuses more on the most recent and relevant information by talking about the missing backpacker and the updates on the weather. These stories talk about the same issue but because they highlight different aspects is how they are complimentary. They also show this through the use of the same source but quoting him differently so you can have heard both news reports and there be little to no repetition.

Radio has a more personal experience and "there is a conscious attempt to ... build a relationship between presenter and audience"(Bell 1991, 18). In my report I made this attempt by including the missing backpacker and putting it at the beginning of the report. This is to emotionally connect with the audience as they will feel bad or sad that he can not yet be found.

I ensured the stories were relevant to the nominated audience by including stories of the homeowners who's houses were destroyed by the storm. This is to help the reader relate to the story on a more personal level. I also included the weather updates as the reader would be someone who lived in or near the area of the storm.

When it comes to news writing "accuracy is clearly non-negotiable" (Grundy et al, 2012, p120). It doesn't matter what is being reported all facts need to be accurate. From dates, names, places, quotes, ect, there is no reason for information to be false or spelled wrong. Having errors in a news report creates a mistrust between the reader and what they are reading. They wont be able to continue reading without focusing on the error that they found. For respectability, credibility and simple common sense accuracy in journalism is essential.

There is a high importance of clarity in communication on radio because when someone is listening to the news there needs to be ease in following and understanding the story, "what you write has to make immediate sense" (Grundy et al, 2012, p153). When there are long words or complicated sentences the listener will 'turn off' or change stations. As broadcast mediums often have a passive audience it is essential to present content that is clear and concise.

## References:

Grundy, B., Hirst, M., Little, J., Hayes, M. and Treadwell, G. (2012). *So You Want To Be A Journalist? Unplugged*. 2nd ed. New York: Cambridge University Press, pp.31-50, 115-155.

Bell, A., 1991. *The Language of News Media* (pp. 84-85). Oxford: Blackwell.

Witschi, B. (2015). *10 tips for producing radio bulletins*. [online] Mediahelpingmedia.org. Available at: <http://www.mediahelpingmedia.org/training-resources/journalism-basics/589-10-tips-for-producing-radio-bulletins> [Accessed 6 May 2016].

Gibbs, C. and Warhover, T. (2002). *Getting the whole story*. New York: Guilford Press.