

Reporting Breaking News for Television and Radio:

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- In breaking news deadlines: make air, not art.
- Simplify. Simplify. Simplify.
- Go with the facts.
- Go with what you know, and no further.
- If you cannot independently confirm, attribute.
- Tell the viewers you are checking / trying to confirm other reports.
- It's more important to be reliable, credible, and accurate than to get the story first... and false.
- Be honest. If you don't have the answers, never assume or speculate or analyze. That's not your job.
- Describe the mood, the scene, what's happening around you. Use fresh choice of words.
- Always remain collected and calm under pressure. Remember the viewer does not know -- nor care-- about all the difficulties and obstacles you are facing behind the scenes.
- Get the story out -- and get it right.