

News Agencies

Contemporary World Media

News Wires

- A **news agency** is an organization of Journalists established to supply news reports to news organizations: newspapers, magazines, radio and television broadcasters.
- Such an agency may also be referred to as a **wire service, newswire, or news service.**
- All mass media depend upon the agencies for the bulk of the news, even including those few that have extensive news-gathering resources of their own.

News Wires

- News outlets may subscribe to agencies differently. They may subscribe in full or different segments like sport, business, entertainment etc.
- Big news groups like Dawn, the News and Business Recorder etc. have fully subscribed different services.
- Photographs and videos cost additionally.
- Annual full subscription might be around US\$ 4k to 5k. AFP is the cheapest.

News Agencies

- Why News Wires when newspapers and channels usually have their own reporting resources?????????

Why News Agencies

- Open any major daily newspaper and you will see that much of the news, particularly international or 'foreign' news, comes from agencies such as Reuters. This is because most papers only have a handful of journalists based in countries other than the one they publish in. Agencies, however, have large networks of correspondents, photographers and cameramen around the world.
- International news agencies tend to focus on the major stories of any country – those that are likely to be of interest beyond that country's boundaries. Example???

News Wires

- Despite the plethora of news services, most news printed and broadcast throughout the world each day comes from only a few major agencies.
- The three largest of which are the Associated Press in the United States, Reuters in Great Britain, and Agence France - Presse in France.
- Only these and a few others have the financial resources to station experienced reporters in all areas of the world where news develops regularly (in order to ensure access to well-organized transmission facilities) or to send them wherever news develops unexpectedly.
- These agencies are also equipped to distribute the service almost instantaneously.

Reuters Example

- Reuters is the world largest international news agency, with over 2400 staff in about 150 different countries. It is a wholesaler of news – in the form of text stories, photographs and video footage – to the media industry.
- Clients pay a subscription which entitles them to use Reuters news stories, pictures or video footage in their papers, magazines, websites or news bulletins.

Reuters Example

- Reuters covers the main political and economic news from all the countries it is based in, as well as some that it isn't allowed to operate from such as Iraq and Angola.
- It also covers financial news about the leading companies of a country, its stock market and its local currency.
- The rest of its news output consists of coverage of major sports around the world such as football, tennis and golf; major disasters ranging from train crashes to volcanic eruptions; and stories about bizarre events.

Reuters Example

- Whatever medium the journalist is working in – text, pictures or video – he or she needs to check their facts.
- If it's a text story the journalist will ring the subject of a story and ask for an official comment. They will probably ring a few experts to get their opinions.
- Unlike newspapers, agencies never give their spin to a story, their job is to report the facts and the reaction to them.
- Both photographers and cameramen also have to check their facts so they can write the accompanying caption or script to go with their photos or video footage.

Reuters Example

- Before the news is transmitted to clients it is checked by an editor to ensure the facts are correct and that it doesn't conflict with anything already published by the agency on that story.
- Unlike newspapers there is no need to cut the story or crop the picture to fit it to a page. The whole story or complete picture is published to the clients who then choose how much or how little of it to use.

Reuters Example

- Deadlines don't exist at agencies and they write the story or produce the pictures or video as soon as they can after an event.
- Because Reuters is based in so many countries around the world, there's a steady stream of news pouring through 24 hours a day, seven days a week.

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