



THE AGA KHAN UNIVERSITY  
GRADUATE SCHOOL OF MEDIA  
AND COMMUNICATIONS

## Story-telling with impact: News that drives the news

**When:** Monday, May 18 to Friday, May 22, 2015

**Where:** Aga Khan University Graduate School of Media and Communications  
7<sup>th</sup> Floor, 9 West Building, Westlands, Nairobi (click for a [map](#))



Great reporting stands out in a class of its own, delivering real understanding through a narrative rich with drama and personality.

Yet uncovering the facts and getting a story right, against a backdrop of advanced technology, official sensitivity, and intense legal scrutiny, requires extensive research and validation. To stand out from the crowd, to break the news that drives the news agenda, reporters most know how to cut through the plethora of information, and often conflicting claims, to craft unusually compelling and painstakingly accurate stories that engage and inform audiences whilst shaping public debate.

Working with Jenny Luesby, an awarding-winning former correspondent for the Financial Times and BBC, you will learn the skills and techniques required to become a world-class reporter. During this five-day course, Jenny lays out the skills of data mining and developing behind-the-scenes sources. You will learn the psychology of interviewing, tips for pitching stories and the logic of solid case-building. She will show you how to grip and touch readers, and how to deploy drama, imagery and statistics to create compelling and accurate news stories that drive society's conversation.

Drawing on more than 20 years of news experience, including eight in Kenya, Jenny provides an intense and in-depth course designed for gifted reporters who are keen to deliver high-impact scoops.

### Learning objectives

By participating in this course, you will develop the knowledge and skills needed to:

- Develop fresh and engaging news angles.
- Comprehensively research and investigate stories for both impact and accuracy.
- Identify and develop stories that no one else sees.
- Advance your interviewing techniques.
- Deliver a solid, credible story pitch.
- Deploy the world-class storytelling skills and presentation techniques that will position your stories in a class by themselves.

### Who should apply?

This is an advanced reporting course for reporters and investigative journalists looking to produce ground-breaking, agenda-setting news stories. This course will appeal to experienced journalists seeking to advance their careers.

### What can you expect?

Using case studies and other innovative teaching methods, Jenny will engage you in a range of practical exercises and activities throughout this course. Working in small groups on real stories, you will develop the skills and perspectives that will make you stand out in your newsroom.

### About the facilitator

A Financial Times journalist for nine years, **Jenny Luesby** has worked as both editor and writer on the international, foreign, features and business desks. Before joining the FT, she was a report writer for The Economist Intelligence Unit and then the BBC World Service, specialising in economic reporting of OECD countries, Africa and the Middle East. She has a master's degree in African economics and politics from the School of Oriental and African Studies, London University and has been coaching journalists since 1993. She is author of the business writer's handbook, *The Word on Business*, published by Financial Times/Prentice Hall.

### Course outline

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	May 18	May 19	May 20	May 21	May 22
9:00-10:30	Why people read news – cognitive psychology Understanding the change point	Resonance – news shocks and generational change	Building the logic chain	Building mini-chapters	Data mining
10:30-11:00	COFFEE & TEA BREAK				
11:00-12:30	The “so what?” test – winners and losers	Resonance – fairy tales and emotional hooks	Identifying scaling and logic	Sourcing at speed	Using imagery
12:30-13:30	LUNCH				
13:30-15:00	The “so what?” test – trends and precedents	Developing news angles from the “so what?” and resonance	The “so what?” intro	Interview skills	Analysis versus comment
15:00-15:30	COFFEE & TEA BREAK				
15:30-16:30	Applying the “so what?” test	Scaling connections	The hub paragraph	Internet research – how to use, and not to use	Conclusions and feedback

### Fee

US \$1500 (covers tuition and meals for the five-day course)

### Requirements

This is an advanced news-writing course designed for experienced reporters looking to produce high-quality and agenda-setting news stories. It is recommended that applicants have:

- Basic reporting skills and experience.
- Basic computer literacy.
- English proficiency.

### Additional information

- Parking is available onsite.
- Lunch plus morning and afternoon tea are provided.
- Certificates will be issued for attendance and participation in this course.

### How to apply

For an application form please visit [akumedia.aku.edu](http://akumedia.aku.edu).