

DAY 2

More than just newspapers

From those humble origins in 1833 *The West Australian* has grown to be part of an Australia-wide media organisation called Seven West Media. Some of the businesses that are a part of this group include:

- The West Australian;
- Channel 7;
- The Sunday Times.



Discover

How different are all of these outlets? Use the table below to compare your ideas.

Business	What is it?	What sort of news would it report?
The West Australian	e.g. daily newspaper	
Sunday Times		

Just as there are many different businesses that are part of the Seven West Media group there are also many different parts of *The West Australian* and they are all very different. The four main departments are shown below.

ADVERTISING - Advertisements are very important for newspapers as they are a source of revenue. The advertising department manages the ads that appear in the paper.

PRINTING - The printing department is responsible for producing the newspaper. It is located at the Herdman Print Centre in Osborne Park and has more than 150 people working there in addition to some automated robots!

EDITORIAL - The people who create news articles that are included in the newspaper.

CIRCULATION - Once the paper is written and printed it needs to be delivered. This is the department that oversees and organises the distribution of *The West Australian*. This includes delivery of *The West Australian* to houses, schools, shops and businesses across Western Australia.



Explore

Flick through your copy of *The West Australian* and cut out a mix of any ten items (anything) that you are interested in. Fold an A3 sized piece of paper in half and label the two boxes **advertising** and **editorial**. Paste your items in either box.

Connect

62 SPORTS

A 'strap' is the coloured heading on each page of the newspaper showing the type of news it is. How many different straps can you find in today's edition of *The West Australian*? Cut them out and paste them in a collage here.



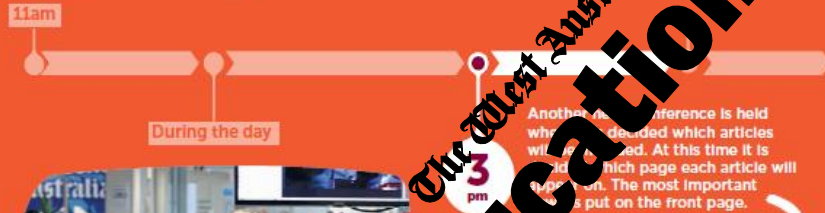
How is news written between different sections of the newspaper? Are there any lift-outs (such as the *West Australian* today)? Are there any differences in how these are written? Discuss with your class member and jot some thoughts down below.

Glue or staple articles here

DAY 6

Breaking news

News changes during the day and often what was decided at the 11am news conference changes as the day progresses. Really big news stories may break at any time during the day and media organisations need to be able and ready to report them. This is why another meeting is held at 3pm. This gives senior reporters and editors the chance to relook at the news that is happening and decide what will go in to the paper the next day.



Glue or staple articles here

Discover

Every day, many decisions are made about where to put each article in the newspaper. The front page is the most important and then the first ten pages after that. Most people read right hand pages first. *The West Australian* is printed at 8pm and the presses may get held if a big story breaks at the last minute.

In May 2017 our presses were held when Buckingham Palace announced an emergency meeting. As media organisations did not know what was being announced many, including us, waited to find out before printing the paper. Media organisations speculated that bad news was about to be announced. In this instance what actually happened was that the announcement (that Prince Phillip was stepping down from public duties) was made before the papers went to print.



Explore

What is on the front page of today's *The West Australian*? Have a look at your copy and then complete the sentence stubs below.

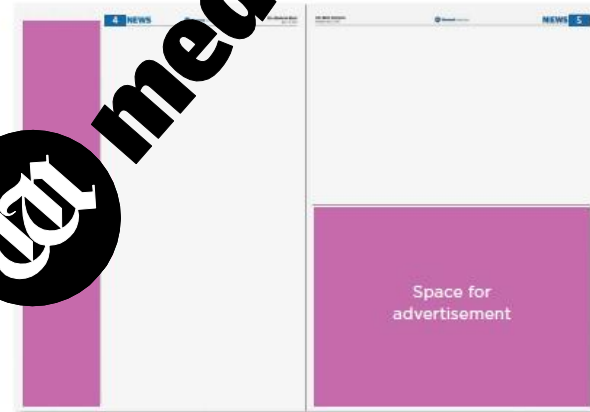
On the front page today...

I think this was chosen because...

Connect

Imagine you are at the 3pm news conference and it has been announced that you only have room for five news articles, and you have to choose from six that are available. How will you choose?

- 1 Cut out six short articles from *The West Australian* (either from your edition or another copy).
- 2 Put your articles into one pile.
- 3 Now join up with another class member and swap a couple of articles.
- 4 Select one of the five news articles as your choice for the front page. Why do you consider this to be the most important?



- 5 Use the newspaper template above to decide which four of the remaining five articles you will use on your double page. Which one have you chosen not to include? Why?