

# Writing great content

Alan Bunce

1. Background
2. Finding news
3. Writing news
4. Other types of content
5. Mistakes
6. Questions

# Reading Chronicle approx 2005



13 July 2016



# Reading Post 1965-2014



13 July 2016

# getreading 2016



13 July 2016

# Reading Chronicle 2016



13 July 2016



# Front page

getreading.co.uk

# Reading Post

FIRST FOR READING

Reading UK

Wednesday May 28 2014 80p

## Our first black councillors

READING'S first two black councillors took their place after being voted in on Friday.

Sophia James won Kettlebridge from the Lib/Dems while Glenn Dennis gained Kentwood ward from the Tories.

Cllr James, who works for Unilever, said "The fact that I am the first black woman is really great".

Electronic engineer Cllr Dennis, who moved to Reading from London with his family in 2004 and lives in the ward, said "I feel very humbled by the fact that my peers, my electorate, have chosen me to represent them".

Cllr Dennis was the first black councillor on the borough council, being voted on minutes before his Labour colleague Cllr James.

He said "It is thanks to the hard work of Reading Labour Party who have always encouraged me at every step along the way".

Full coverage of the local elections in Reading is on pages 6-8

## BUSINESS POST INSIDE

£43M VISION FOR FUTURE OF LOCAL ECONOMY

24SEVEN WIN TICKETS TO V FESTIVAL IN STAFFORDSHIRE

READER OFFER BUY ONE GET ONE FREE OFFER FOR NEWBURY RACES TICKETS

THE RACECOURSE NEWBURY

PROPERTY YOUR 36-PAGE GUIDE TO THE BEST HOMES

**RIVALS OFFER £1 FOR ROYALS**

Billionaire and Indian tycoon vie for cash-strapped club

**EXCLUSIVE**

**CHARLES WATTS**

**INDIAN** businessman Mohit Burman is rivaling Israeli billionaire Teddy Saget's takeover bid for Reading FC as HM Revenue & Customs (HMRC) closes the club over a tax bill.

The club held an emergency

board meeting yesterday and growing fears over the club's finances.

Royals owe £5.6 million to HM Revenue & Customs and another payment of a similar amount is due in under two weeks.

The sale of star striker Adam Le Fondre to Cardiff City has been sanctioned to help ease the worries while the club continues to search for a new owner.

Teddy Saget and Mohit Burman are leading the race to take over at Madejski Stadium.

Both have submitted offers and those were discussed by chairman Sir John Madejski and the club's board during yesterday's meeting.

The bids are thought to total just £1, but would also see the club's debts, thought to be around £2.5m, wiped out.

There is also strong interest from consortiums based in Ireland and America.

Burman, who is part owner of IPL cricket team the Punjab Kings XI, is bidding under the name Punjab Sports. His own teams in India's premier and kabaddi leagues.

He has submitted a letter of intent to buy Reading and has pledged to invest heavily to take Royals back to the Premier League.

If his bid is successful, two English businessmen will run the club as his India XI.

Please turn to page 3 column 1

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# Future direction

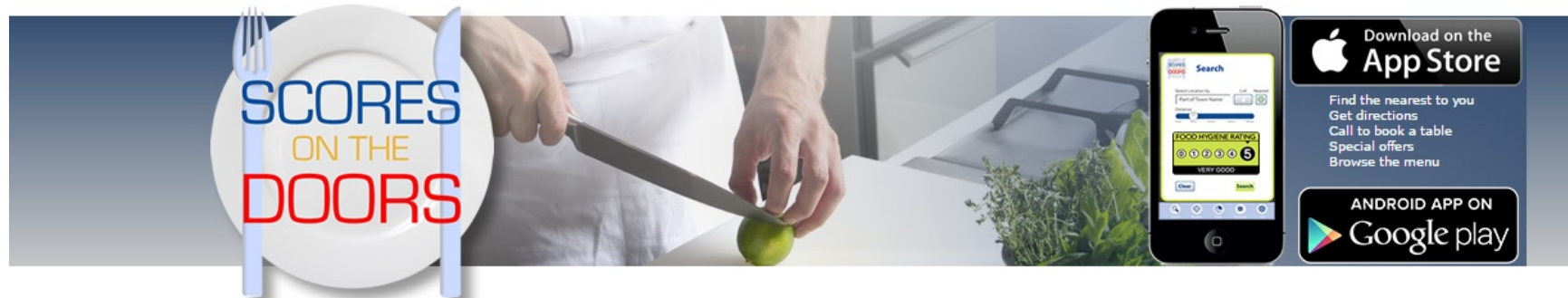
- Hyperlocal news
- BBC working with local media
- No-one has any money
- Off-diary stories are missed (creating opportunities for local newsletters)



# Stories

- Independent residential estate agents
- Commercial estate agents
- Councillors/MPs
- Shop owners
- Scouts/Brownies/clubs/voluntary groups
- Schools
- Pubs
- Police/PCSOs
- Retired people
- Churches
- People who talk a lot
- Surveys
- Town wide stories, national stories
- Obits/inquests
- Online sources

# Scores on the doors



## Food Hygiene Ratings



### Scores on the Doors for consumers

Before you fork out, check out - your favourite pubs, clubs, take-aways and restaurants.

Find out how hygienic and well-managed food preparation is at any of the 509,777 listed premises throughout the UK.

Information correct as of 12th July 2016





[Advanced Search](#)

# Planning applications

## Reading Borough Council Online Planning

### What do you want to do?

View current applications

Object to or support a planning application

View applications decided

View the progress of an application

View current appeals

### Weekly lists

Weekly List of Applications validated

Weekly List of Decisions made

### Search planning applications

Planning Application Number:

Site Address (1st Line):

Post Code:

**Search**

More search options available in the [advanced search](#)

# Council meetings

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[You are in: Home / Council / Democracy / Forthcoming Committee Meetings](#)

If your recycling bin contains black sacks or carrier bags it will not be collected as they cannot be recycled. [View our page on rubbish.](#)

## Forthcoming Committee Meetings

When we have prepared the agendas and reports they are added to the relevant meeting pages.  
Visit the [Committee Minutes Library](#) to search for minutes and Decision Books.

[Heights Free School Sub Committee](#)  
12 July 2016 at 6:30pm in the Council Chamber

[Personnel Committee](#)  
14 July 2016 at 6:30pm Committee Room 1

[Health and Wellbeing Board](#)  
15 July 2016 at 2pm in the Council Chamber

[Policy Committee](#)  
18 July 2016 at 6:30pm in the Council Chamber

[Licensing Applications Sub-Committee 1](#)  
19 July 2016 at 5pm in the Council Chamber

[Planning Applications Committee](#)  
20 July 2016 at 6:30pm in the Council Chamber

## In this area

- [How we make decisions](#)
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13 July 2016



# Council meetings online



00:00:20 / 02:10:14

INDEX SEARCH HELP

**HOUSING, NEIGHBOURHOODS & LEISURE COMMITTEE - 5 JULY 2016** SHARE

To see the full agenda and reports for this meeting please copy and paste this link into your browser:

<http://www.reading.gov.uk/article/9580/Housing-Neighbourhoods-and-Leisure-Committee-5-JUL-2016>

[0:46]

**1. DECLARATIONS OF INTEREST** SHARE

[0:05]

**2. MINUTES OF THE MEETING OF THE HOUSING, NEIGHBOURHOODS AND LEISURE COMMITTEE HELD ON 16 MARCH 2016** SHARE

[0:16]

**3. MINUTES OF OTHER BODIES** SHARE

[0:14]

# Repackaging

g » News » Reading & Berkshire News » Reading

## End of Dutch signings at Reading FC, latest on Whitchurch Bridge and criticism for West Berkshire Council: Some of Thursday's top stories

21:18, 7 JUL 2016 | BY JONATHAN LOW

Here's a quick look at some of the most popular stories on July 7



6

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COMMENTS

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13 July 2016

# Exclusive stories

- Interviews
- Casual conversations/gossip
- Rumours
- Noticeboards (lost cat!)
- Stories behind fundraising (ie school fete)
- Charity shops
- Jumble sale organisers
- Coffee shops in churches

# Interviews/meetings

- Pick out the main story/statement
- Make that the intro
- Quote in third or fourth paragraph
- Where possible include a call to action
- Ending with a positive



# Traditional intros

- PLANS for a new public transport link to funnel buses and coaches into the town centre are going on display.
- MORE than 1,100 cars were turned away from the re3 recycling centres in its first week of changes to visitor access.
- A CHANCE to discuss dog control is one of the topics up for discussion when a community group meets tonight.
- IDEAS for the future of a Woodley leisure centre are being welcomed by the council.
- **Don't start with 'Reading Borough Council....'**

# Some problems

- Recording/videoing
- Using emailed quotes
- Copy vetting
- 'Negative' stories

Architects offer Royal's A&I of approval for £200m scheme

Influential architect's body, the Design Council has been impressed by Reading PC's Royal Elm Park development.

Chief executive Nigel Howe said the finishing touches are being added to the application for the £200 million development which had a generally warm welcome from architects group (which now does the work of Ceba) as a presentation earlier in May.

The plans could reach Reading Borough Council's planning applications committee in July and permission is granted, work could start next spring. **Howe says he expects the plan to be approved**

Royal Elm Park will have over 600 new homes, 5,000sq m of leisure and retail, a 250 bed hotel, with spa and winter garden, 100 serviced apartments, over 16,000sq m of public space, a multi-storey car park and the centre-piece development, The International, a world class convention centre.

Mr Howe said Thames Valley Property: **the plan is to build a new town**. They had their own views on one or two points but they were very enthusiastic.

**He did not say he was moving towards the final stages with all the money raised for a planning application the top. There are also one or two bits on the impact on the area such as water, electricity and infrastructure generally.**

The focal point of the entire Royal Elm Park scheme is the convention centre, which Mr Howe highlights, is a stand out development designed not only to be functional, but to be a striking and defined feature of the town for many years.

He said: **the plan is to build a new town**

**the plan is to build a new town**

But he revealed the idea stemmed from the fact there was too much demand on the hospitality at the stadium before the current owners bought the club. But it's been on the back burner. **the plan is to build a new town**

He said: **I started about four or five years ago, when the stadium was the focal point that attracted the operators of the conference centre here, Compass, began to say, is the stadium club we could do with bigger facilities because of the demand.**

**I engaged with some of the directors and they suggested they may not be as worried about the stadium, but they may be as concerned as to development, rather than another stadium on the edge of the stadium.**

**Other, the new owners of the stadium club came in, they said they want to see other ways to generate some income because you see money coming in from the stadium, what can we do in mind, but now there should be a possible new development in the car park which would attract more to the stadium.**

In these days we weren't really talking about a convention centre, we were talking off another area or something like that but that developed into the convention centre with the stadium and they wanted more space in the area, and that developed into the stadium and facility that could compete with anything in the city.

[illegible][illegible]

# Other content

- Opinion pieces
- Local sport
- Local businesses
- Nostalgia – ie Old Reading FB group



# Nostalgia

Art and Popular Design Books and Publications Documents Exhibits Film Photographs Sound Museum Administrative Records  
Managing Our Collections

## A PICTURE OF A SOUTHERN TOWN: LIFE IN WARTIME READING, BERKSHIRE, ENGLAND, UK, 1945

1/1



Catalogue number D 25240  
Part of [MINISTRY OF INFORMATION SECOND WORLD WAR OFFICIAL COLLECTION](#)  
Subject period [Second World War](#)  
Alternative Names object category: Photography

### Object description

Housewives crowd around the cart of a travelling vegetable seller on Wolsey Street in Reading. The road is lined with rows of terraced workmen's houses, and a milkman can be seen to the right of the photograph, delivering the morning milk. Several children can be seen playing in the street.

# Summary

- There are stories everywhere
- Traditional media very hard pressed
- Few sources of 'hyperlocal news'
- Intros/headlines/front page most important
- Use media to spread the word

# Newsquest



**Come together: representatives from the many societies involved in the new festival**

13 July 2016

# Newsquest



# Richmond & Twickenham **TIMES**

550

New map shows noise of Heathrow expansion  
**Page 2**



**RICHMOND**  
Tel: 020 8940 1645  
55-56 George Street  
Richmond  
Surrey  
TW9 1HL