



# INTERNATIONAL PRESS STYLE GUIDE





# WARM GREETING, PRESS CORPS!

**Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.**

**- Article 19, The Universal Declaration of Human Rights.**

Grace Kelly was right when quoted saying, “the freedom of the press is such that there is not much freedom from it.”

We hope that it is your innate interest in words or pixels or both that has brought you here, and we warmly welcome you on the International Press team. While at the conference, you are required to actively observe the goings-on in your assigned committees, and take note of what you deem as worthy instances. You will be required to prepare reports, conduct extensive research, formulate well-rounded opinions, conduct interviews and/or polls, and preside a press conference for the Delegates.

The primary motive of the Press team thereof shall be to provide an unbiased platform for astute journalists and amateur photographers, to channel their sublime thoughts into concrete content generation. We hope you learn something new and have a fun experience.

We expect to generate a stellar newsletter with your contributions which might provide as record of memories, not just for the Delegates, but for you as well. On that note, we convey our warmest welcome, and full support and assistance to you, all through the conference. Feel free to teach out to us anytime.

Looking forward to making memories, Best wishes.

- **Yashaswini Tanna- Head of International Press**
- **Editor-in-Chief - Anna Thomas**
- **Director-of-Photography- Aarav Mudhaliyar**



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# POLICY AND CODE OF CONDUCT

- We will always display diplomacy and professionalism in formal interactions.
- We will adhere to decency and not portray any form of unacceptable behavior at any time during the conference, and always display proper temperament and behavior with everyone and each other too.
- We will adhere to the dress code of the conference at all times.
- We will be present in committee at all times, keeping a constant record of inside committee happenings, albeit without disrupting committee proceedings, which includes but is not limited to keeping all electronic devices on silent, paying attention, and the likes of it.
- We will not plagiarize our reports or refer to inadmissible or unknown sources for any form of citations whatsoever.
- We will not let any external forces influence our reports and submissions untowardly.
- We will not let bias towards any individual or entities reflect in our reports and submissions.
- We will strictly follow and adhere to the policies of MUN 2024, as prescribed by the Secretariat, and will not defy it at any point in time.

**NOTE:** Failure to follow the same may lead to penalization or disqualification, per the discretion of the Executive Board and/or Secretariat.



# SUBMISSIONS: REPORTERS

This section contains the detailed descriptions of the various kinds of articles that you will be submitting over the course of two days.

## 1. BEAT BASED ARTICLE

Usually, beat-based reporting is an in-depth reporting on a particular issue or organization, over a period of time. The beat is the central idea of such an article and must pertain to every line used in writing this article. A beat-based article for any conference must ideally be about 300-350 words long, and is written about any one particular issue being debated in the committee assigned to the reporter within the ambit of the agenda. The article must be informative, with factual and statistical data to complement the point you're trying to drive home. You must be thoroughly researched and equipped with up-to date facts so that you find it comfortable to render non-opinionated commentary on the same. Your article should not be a mindless collection of data and statistics, but should be well-furnished with softeners that tie all of it together. Technically, this is where your research on the specific topic reflects. How well-versed you are with the agenda is seen here.

To be a good beat reporter, one must be well-organized, determined with a clear sense of mission, and a wide range of sources. Remember, you can impress your reader even with an entirely research oriented article, if you provide them with all relevant points that knit your facts well together. It is encouraged that you indulge in a slightly more profound use of the language that's at your disposal.

## 2. OPINIONATED EDITORIAL

In the real world, an opinionated editorial is a niche piece written by a subject expert, who tends to form well-educated and fully informed opinions on a specific matter/topic. It is one great literary opportunity where the reporter reflects their individual perceptions on the committee proceedings, and presents them with well-nourished political correctness. Feel free to make subtle digs and expressing your opinions without personal pronouns used, and professionally still.

Writing an opinionated editorial requires intense research and involves the examination of an issue from different lenses. The argument or situation presented in the editorial must be substantiated with explanations to prove it. Although the purpose of an opinionated editorial is to express the opinion of a reporter, it cannot express a generic argument. An op-ed must ideally be no more than 300 words.

The secret of any good opinionated editorial is analysis – looking at old moments in new light.



### **3. INTERVIEW**

A reporter is expected to interview either a Delegate, a bloc, or an Executive Board member, per their convenience. The interview is strictly to comprise of questions relating to the agenda or committee. A small deflection in questions relating to the committee proceedings is allowed, but refrain from treating this as a paparazzi fiesta where you can throw a volley of personal intrusive questions at the individual.

Reminder – you’re *not* reporting for Variety magazine and you’re *definitely not* interviewing Harry Styles. No word limit.

In Model UN, an interview sometimes delves into opinions which are absolutely personal, giving us a better peek into how several subjects of political importance are perceived by committee, in part or whole. It helps a journalist gather primary data and also gives them a broader understanding of inside-committee opinions. On the sideline, it also helps with your research.

### **4. PRESS CONFERENCE REPORT**

The press conference is when questions are posed to the Delegates by the International Press journalist assigned to their committee (you) on the second or third day of a MUN conference. The journalist may question any Delegate with regards to anything stated during their speeches, or mentioned in their chits, related to the agenda.

Research well, your questions and report depend on the same. It’s the backbone to your performance and will be scrutinized. You must be able to find yourselves in a position to point out inaccuracies in the Delegates’ statements. Please be attentive at all times. Take notes, make short-hand, record the proceedings – do what makes it more convenient for you.

**Do not treat your press conference as a grilling session, you should and must keep in mind that you’re talking to national representatives. This will simply be a clarification session.**

**There is no word limit for a press conference report. The press conference performance of a journalist constitutes up to 25% of the marking.**



### **5. CREATIVE PIECE**

A major contributor to your freestyle working autonomy will be the submission of a creative piece, which can be a poem, a set of haikus, a short story, or anything that you please, as long as content is original and absolutely your own individual brainchild. This gives you the poetic ability to play with words and ideas, albeit in keeping with the agenda, as your piece should revolve around a central theme that is drawn off the agenda, in whole or part. You can stretch up to 800 words for the creative piece, the minimum being 170 words.

### **6. GENERAL REPORT**

a piece written in reported speech exclusively, this submission focuses on how the entire committee's proceedings for the day went, and gives a concise account of the same, in a specific style of structuring called the Inverted Pyramid Style of Structuring (more on that below.)

Ideally to be written in paragraphs, this piece is not to cross 300 words at the most. Please adhere to the same.

### **7. OPINION POLL [OPTIONAL – WILL BE ASSIGNED DURING THE CONFERENCE IF NEEDED]**

Ideally not more than 100 words, an opinion poll captures the different opinions and perspectives in committee, across a specific topic only. A pie-chart will have to accompany, reflecting your committee's opinion rift.

**A SAMPLE FOR ALL THESE ARTICLES WILL BE SENT TO YOU.**



# IMPORTANT GUIDELINES

**Structuring:** A general report is always to be structured in an **inverted pyramid** style only. This is a form of representing content, where the happenings that occurred first, get more importance and word space, while the happenings that occurred later get subsequently lesser of importance and word space.

**ABC of Journalism: Accuracy-Brevity-Clarity forms the backbone of journalism**, and ideally are three major parameters to keep in mind, whilst preparing any article, or submission. It means that the data presented should be accurate, no time delays or inaccuracy to be allowed; it should be brief, concise, without the extra frills and jazz; and clear, referring to your presentation of the point being made.

**Abbreviations:** Before abbreviating, mention the whole name and then the abbreviation in parenthesis. **Example:** “The Non-Proliferation Treaty (NPT).”

**Official names:** State the official name recognized by the United Nations and then in parenthesis, mention the unofficial name of the country. **Example:** People’s Republic of China (PRC/China).

**Numbers:** Make sure that numbers from one to ten are written in words and numbers after that can be written numerically. **Example:** (two, 20).

**Percentage symbol:** Never use the percentage symbol. Always mention it as ‘percent’.

**Time:** The time should be written numerically, with anti-meridian and post meridian abbreviations, in uppercase, without periods and one space after the time. **Example:**

6.00 PM on Saturday.

**Respected Posts:** While referring to a specific post, do not abbreviate. Use hyphens between the prefix and the general post. **Example:** Secretary-General.

**Style:** For this conference, we will exclusively be using twenty-first century British English, Oxford/Longman Dictionaries.



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# GENERAL FORMAT OF AN ARTICLE (INCLUDING FONTS)

**Title:** A title must usually be confined to 6-7 words, and must sound catchy for our readers, guidelines for titles are

1. Centre Aligned
2. Cambria font
3. Font size 26

**By-line:** A by-line is usually used for giving a basic description on what the article is all about, again, it must be catchy so that it motivates our readers to continue reading, and here are certain guidelines for a by-line that are to be followed

1. Centre Aligned
2. Times New Roman, in italics
3. Font size 14

**Body:** You must divide your body into paragraphs to ensure that it looks appealing, and here are its guidelines

1. Justified alignment
2. Times New Roman
3. Font size 12.5
4. Line Spacing 1.5





## RECOMMENDED TIPS AND SUPPORT

**TWe Are (Going In) One Direction:** All members of the International Press will be your helping hand for the course of the three days. All of you must create a bond with each other and work like a well-oiled machine. You should be able to help each other

out and collaborate with each other, to ensure that the newsletter(s) are brilliant and shows the true essence of the International Press.

**9-1-1- What's Your Emergency:** The International Press Board is always there for you. Do not hesitate while having queries. Any discomfort you have or any issues that come up, do not be afraid. Let us know immediately and we will do our best to help you out.

**Be A Steve, Not A Tony:** As a journalist, you will have to stick to diplomacy. Anything you write/say should be diplomatic and not hurt the sentiments of any nation (unless they've personally abused us). Remember we are here to inform the public, not let our personal ego get in the way.

**Yes Mrs. Minutes, No Mr. Loki:** Each and every report must be submitted within the stipulated time frame and given deadline. Failure to do so will lead to penalization. You may however choose to request an extension in deadline. A maximum of three extensions will be granted to each reporter, throughout the duration of the conference.

**Dr. Sheldon Cooper Was Right: Research!** Any journalist must research. This will help you understand the discussion going on in committee and help you look for interesting questions to ask delegates in your interviews and press conferences.

**Be Like Me:** Use catchy titles. Catchy titles always grab the reader's attention and will make the newsletter look more stylistic and innovative. Your titles can be a pun, a quote, anything! Just make sure its short yet informative.

**Copy Cat:** Do not plagiarize. The International Press Board will know if you plagiarized and the consequences for doing so could potentially lead to your dismissal from the conference.



Love A Tharoor, Channel A Johar: We aren't here to show off our amazing vocabulary skills. Do not jargon. You are here to inform and preserve memories. Use technical terms when necessary but don't use higher degree of vocabulary to be pompous.

Do What Harry Potter Did Not: Always proof read your articles. Make sure there are no errors in your reports

An Eye For An 'I': Everything you write represents the International Press. Hence, refrain from using personal pronouns at all times.

## **DEADLINES AND SUBMISSIONS**

You will have multiple submission every day. All deadlines will be allotted at the beginning of each day, along with previous day's performance review. Feel free to switch any deadlines you would prefer to, albeit with prior intimation to the EB.

## **MARKING SCHEME: REPORTERS**

- 1.Accuracy, Brevity, Clarity
- 2.Grammar and vocabulary
- 3.Structuring and formatting
- 4.Press conference [articulation, reasoning, logical soundness, ability to follow up effectively, overall appeal of questions/content, factual/research based soundness]
- 5.Content and creativity
- 6.Orderliness (punctuality and sticking to word limits)
- 7.Research and diplomacy
- 8.Demeanor (being present in committee during all times, dressing as per code, behavior, etcetera)
- 9.Overall appeal and relevance of content submitted
- 10.Brownies (not literally).



# PHOTOJOURNALISTS

## IMPORTANT GUIDELINES

**Day 1:** Every photojournalist must be present during the opening ceremony, and in the designated IP room after. After the meeting, the photojournalists will disperse to the committees. The number of photographs that need to be submitted will be communicated to the photojournalist along with a deadline. The photojournalists are expected to adhere to this deadline very strictly and failing to do so without genuine reasons will call for severe actions including not being a part of the IP from the next day.

**Day 2:** The photojournalists can disperse to the committees after the morning briefing. The same rules as day one apply. The number of submissions and the deadline will be communicated in the morning, and the photojournalists are expected to stick to the deadline.

**Day 3:** The pictures of day three will be judged on the same day by the DoP. There may be an interview round as well.

## CONDUCT

1. All Photojournalists must act professional and formal throughout the day
2. No Photojournalists must interfere with the proceedings of a committee.
3. All Photojournalists must take good care of their belongings.
4. All Photojournalists must keep an eye on the created WhatsApp group and adhere to all meeting timings.
5. All Photojournalists must not miss any meeting called by the DoP.
6. All submitted images must be .jpg format or .jpeg format
7. Only minor editing such as shape and size changes, exposure, contrast, highlights and shadow adjustments are allowed
8. All submitted images must be shown to the DoP after submission at the end of the day.
9. Showing committee delegates their images is strictly prohibited.
10. All Photojournalists must always stay in their respective committees. The DoP will be checking in occasionally.
11. Absolutely NO use of flash is allowed during the conference.



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## RECOMMENDED TIPS AND SUPPORT

- Use concepts such as contrasting colours, leading lines, negative space, foreground, symmetry etc, to enhance your images.
- Clean your lenses and/or phone camera before you go shooting
- Be on the lookout for abnormalities or uniqueness and keep your eyes and ears wide open to get the best shots
- The DoP is always available to clarify any and all queries.

## DEADLINES AND SUBMISSION

You will have one submission every day. All deadlines will be allotted at the beginning of each day, along with previous day's performance review. Feel free to switch any deadlines you would prefer to, albeit with prior intimation to the EB.

## MARKING SCHEME

- 1. Image clarity
- 2. Subject position
- 3. Image structure
- 4. Colour science
- 5. Creativity
- 6. Overall appeal
- 7. Brownie points ;)



## A NOTE FROM THE DOP

- I truly believe in the words the great Ansel Adams once said, “You don’t take a photograph, you make it.” The job of a photographer to capture moments and freeze them in the form of an image. You as photojournalists have the power to catch the emotions of people in their element. The picture you take will define the person in it. The images captured of a particular event reach the public eye and cause influence. May that be the Vietnam war or the Darfur conflict, pictures connected the viewers to the action. When committees get heated and action unfolds, be there to capture it and frame it as a moment. Try and cover everything that goes on throughout the event and take the most out of it. But remember, this is a learning experience and with the same hope, I hope to see you all perform to the best of your ability.

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