

### Learn from the greatest!

Ian Jones MNZM, Tutor, Freelance Sports Journalism

Sports Journalism students will now a have a chance to learn from the All Blacks legend, lan Jones!

Ian Jones (aka 'the Kamo Kid') has played 105 games, including 79 test matches. His international career spanned 11 seasons, covering the amateur era right through to the birth of the professional game. He played in three Rugby World Cups and was a member of the team who won the Bledisloe Cup several times.



Hailing from the Whangarei suburb of Kamo at the top of the North Island, Ian has always been known as the 'Kamo Kid'. His love for sports is second to none! In addition to playing for All Blacks in 1990s, Ian also had a three-year stint in English rugby with Gloucester and WASPS.

Since his retirement in 2004, Ian has worked as a rugby commentator and presenter for Sky TV.

He is an inspiring, entertaining and articulate speaker with excellent knowledge and extensive experience. He has also written for numerous publications, including the NZ Herald and Rugby News. In the New Year Honours 2010, Ian was appointed Member of the New Zealand Order of Merit (MNZM), for services to rugby.

Visit http://nzibs.co.nz/sportsjournalism/ to find more details and register your interest Interested in writing about sports? Becoming a commentator? Starting your blog? Becoming a journalist for a major media outlet?

Sports writing is not about ranting like a lunatic fan. It's not about memorising a zillion statistics. It's not about barging into places where you're not invited.

Your task is . . . to give your readers / listeners / viewers the benefit of your personal knowledge. Convey to them the excitement of sport through your words. Readers or listeners will feel they were at your shoulder when you saw what you saw.



Sports Journalism is a professional job, with a professional's pay.

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- Cross Platform Sports Reporter, Auckland Central
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- Stop Waiting, Start 'Doing'!!, OTM Group Ltd, Auckland



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# **Another Comma Makes History**

In the United States, laws on some matters vary widely from state to state. This makes life interesting, and lawyers fat, as taking each other to court—often over obscure differences—seems to be almost a national pastime.

This story is about an Oxford comma; it's the name for the last comma in a list; the comma before the 'and' or 'or'. Some people leave it out and those who do claim their sentences are the better for it.

Well, sentences aren't always improved by leaving out an Oxford comma. And earlier this year, the discovery that an Oxford comma wasn't where it should have been has cost Oakhurst Dairy an estimated US\$10 million (NZ\$14.3m).

Maine law requires workers be paid 1.5 times their normal rate after working 40 hours in a week.

Fair enough, you might think.

After taking advice, a group of truck drivers decided they'd been ripped off, and commenced a class action to recover four and a half years of overtime pay—at an average of 12 hours a week.

They were delivery drivers; the crux of their case rested on the argument that they were due overtime because a section in the law specifically provided for it.

They won, too, as there was no Oxford comma in the relevant state law section. The key sentence says overtime rules don't apply to:

The canning, processing, preserving, freezing, drying, marketing, storing, packing for shipment or distribution of:

- (1) Agricultural produce;
- (2) Meat and fish products; and
- (3) Perishable foods.

Had there been a comma after the word shipment, it would have been clear that truck drivers were exempt from overtime, but the absence of *one comma* meant the Court of Appeals gave a ruling in their favour.

#### **Proofreaders!**

There are continual opportunities to make a difference. Be proactive. Show potential clients how a loss could have been prevented and wasn't, and you'll create business.

# How to Write like a Real Journalist

by Carl Stepp

From Grad's Club News #811
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### According to Stepp, there are only nine guidelines to observe.

### 1. Focus.

"You can only make one real point in a 10-inch story. And you can't use two quotes from the same person," says Adell Crowe, standards and development editor at USA Today, where they know something about short news items.

### 2. Turn routine assignments into 'little diamonds'.

So says writing coach Roy Peter Clark, the Poynter Institute's vice president, in "How to Write a Good Story in 800 Words".

Make a slice of life out of the first day of spring, a spelling bee, the new office décor.

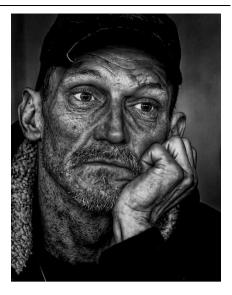
### 3. Plan early.

"Know what you're looking for," advises Jack Hart of Portland's Oregonian. "When you're visiting the place, be on the lookout for the three important details you know you need."



### 4. Choose one scene from a larger story.

The Des Moines Register's Ken Fuson once wrote a multipart series on teenagers doing a school musical. But, he says, there's a terrific one-day story to be done on the posting of the cast list and what it means to those trying out at auditions.



### 5. Limit the number of characters.

Most often to one, says Connie Schultz of Cleveland's Plain Dealer.

### 6. Pick an unexpected character.

Stephanie Warsmith of the Akron Beacon Journal covered the chaotic first day of school through the eyes of a beleaguered school secretary.

### 7. Write from the character's point of view.

The Oregonian's Stuart Tomlinson told about the rescue of a 3-year-old girl from a burning house from the vantage point of one of the rescuers, a firefighter with a 3-year-old daughter of his own.

### 8. Keep the story moving.

"You need some action. Is there something to watch? Can something unfold in front of you?" says Maria Carrillo of Norfolk's Virginian-Pilot. The Oregonian's Joseph Rose likes "to keep the roller-coaster pace going".

### 9. Condense for impact.

"I come back with notebooks packed with information," says the Virginian-Pilot's Diane Tennant.
"To winnow it down, like a cook would boil down a broth to make it richer, takes a lot of work. You have to go for the emotion."

There you have it. Do what the champions do. □

### **How to Write Sports Previews and Reviews**

From Grad's Club News #154 Reproduced for educational purposes.

### **Previews**

A Sport Preview describes and analyses expectations ahead of a given event.

Your preview will tell readers which teams are playing at what venue and when the game will start.

Will your preview be given on a podcast, or printed and posted on a shopping centre noticeboard? The media you'll be using will affect both substance and style of your preview.

The possibilities for storylines are limitless. The majority of sports fans are more interested in the players than anything else so look for an angle that highlights anticipated player contributions in the coming fixture. A 'head-to-head' comparison is always interesting reading.

Your introduction or first paragraph might read: "All Black Number 10 Name can forget about the Euro tour this year if he doesn't match Aussie goal kicker Number Ten Name at the MCG on Saturday."

That paragraph contains the writer's opinion, but if you were uncomfortable with taking that approach—perhaps you are a writer trying to establish yourself—you could simply print opinions gleaned through interviews. Ask the respective number tens for their thoughts; ask the coaches too.

The adoption of that approach gives the story instant credibility and the reader is almost certain to read past the first paragraph.

It's good practice to include the prospects of both sides in your preview. Even if you're a writer previewing a local popular team, the opposition has supporters too, and you bring more interest and depth to a preview if you compare and contrast both teams, as far as is possible.

The more you can profile players, the more interest you will get, as every player has fans who enjoy reading their team's prospects. A preview that compares both teams favorably enables the writer to stay in a win/win position. By 'staying on the fence', the writer will be 'right' whichever team wins.

However, exploring the form of both sides and then giving a prediction with reasons may win a writer more following.

Readers tend to respect writers with opinions even if those views consistently tip against their team.

There won't always be easily identifiable angles for your review, which brings us back to the realm of opinion writing.

You may want to say "Otago can forget about making the play-offs this year after their meek surrender to Waikato at Carisbrook yesterday".

But should you? Strong opinions attract strong reactions, so you'll want to be sure of your ground before going out on a limb like that.



### Reviews

Within your initial paragraphs, do give the score. Some will be reading your review to find out if you saw the same poor/excellent plays they did; others won't know the result yet and will be frustrated if you don't supply it. Save your humour and trivia—such as details of a new team uniform or the groundman's postmatch clean-up routine—until you've given the score.

Reviews must provide the basics: who played where, which team won, and details of the score.

From that point on, pick your own review angle. If a player scored three tries, kicked seven goals and made three try-saving tackles, he would obviously figure prominently in your story.

As was the case with the preview, do your best to interview the player you want to write about.

You never know what a player will say, and one comment after the game could well overshadow his feats on the field. There are sports writers whose reviews are based on the principle that today's headlines will be fish n' chip wrapping tomorrow.

By that, they mean the players and coaches they've given the razz to in a review will have forgotten about the criticism by the next time they meet. Sounds good, but I can report that life isn't quite that easy.

Early in your career it's unwise to throw caution to the wind, so a more conservative approach is more often a sensible way to go.

I've yet to meet the person who enjoys criticism—and some journos are just as thin-skinned when they get a return serve.

In sports review writing, there's also a case for overlooking a poor performance, particularly from a champion player. Within the bounds of defamation laws, you can write whatever you like, but it's often more reasonable to give players the benefit of the doubt. We all have off days, after all.

# Job Interviews: Avoid the Traps

By Alison Doyle from Grads Club News #917. Reproduced for educational purposes.

When you go for a job interview, you're under some stress. That's why you should commit these suggestions to memory.

### 1. Always prepare

Can you answer this: "What do you know about our company?" Study background information: the company history; their branch locations; different divisions; and their mission statement. Check the 'About Us' section on the company's web site. Study it and read it again before your interview to refresh your memory.

### 2. Dress appropriately

Dressing inappropriately can work both ways. You will certainly want to wear a suit or equivalent if you are to be interviewed for a professional position. When interviewing for a more casual role, such as a summer lifeguard job at a fun park, you may dress in neat, casual attire.

If you aren't sure, visit the organisation and watch employees going into the office/workplace to see what they are wearing. Match it. Have freshly laundered or drycleaned clothes. Ensure you've fresh breath and no body odour.

### 3. Improve your communication skills

It's essential to connect positively with the person who might hire you. Shake hands firmly, make eye contact, exude confidence, engage the person you are speaking with, and ask questions which show you're genuinely interested. This way you let the interviewer know you're an excellent candidate before you've even answered their questions.

### 4. But not too much communication

Believe it or not, one job candidate, (who didn't get the job), answered his cellphone when it rang during a job interview.

Tip: turn it off before you enter the building. Not to vibrate, OFF! Don't take coffee, food, pets or anything other than your résumé, your job application, and your list of references into the room.

#### 5. Don't talk too much

There is nothing worse than interviewing candidates who go on and on, usually about themselves. The interviewer doesn't need to know your whole life story. Keep your answers succinct and focused.

### 6. Be sure you talk enough

It's really hard to communicate with someone who answers a question with just a word or two. A candidate who answers a question with another question is just as awkward. It isn't pleasant. So, even though you shouldn't talk too much, you do want to be responsive and fully answer questions as best you can.

### 7. Don't give out fuzzy facts

Even if you have submitted a résumé when you applied for the job, you may be asked to fill out a job application form. Make sure you have all the information you need WITH YOU to complete an application including dates of prior employment, graduation dates, and referee contact names and telephone numbers. Everything should match. That's why you must bring a copy of your CV to the interview.

### 8. Don't give the wrong answer

Make sure you listen to the question. Take a moment to gather your thoughts before you respond. One interviewer described a sales position to the candidate. She emphasised that cold calling and prospecting were important skills. The candidate responded: "I hate cold calling and prospecting. Besides, I'm not good at it." Her response ensured she wouldn't get offered the job!



## 9. Don't badmouth previous employers

Don't say your last boss was an idiot. Don't say you hated your job and couldn't wait to leave. Criticising the last company you worked for won't help your case. The interviewer may conclude you'll criticise their company in the same way some day. It's a small world and you don't know who your interviewer might be best buddies with, including that boss you called an idiot.

### 10. Remember to follow up

Are you afraid you didn't make the best impression? Are you sure you aced the interview? Either way, be sure to follow up with a thank-you letter reiterating your interest in the position. Finally, even if you do flub the interview, don't take it to heart. Learn from your mistakes and move on to the next possibility.

## How to write a golfing article

By Nigel Wall from Grad's Club News #133 Reproduced for educational purposes. (abridged/edited)

#### Picture the scene:

The final day of the 1990 US Masters at Augusta National. England's Nick Faldo and America's Ray Floyd were tied after 72 holes of regulation play and the championship is to be decided by sudden death.

At the second extra hole - the 11th - Floyd hits his approach into Rae's Creek which guards the green on its left side. With that shot, the tournament is decided.

#### Is that what happened?

Yes. The above is a concise assessment of what happened. In tabloid newspapers it would be expanded - only just - most likely listing hole-by-hole rundowns over the back nine or even just the concluding stages.

That's fine for tabloids, but the story's angle is obvious and lacks a hook that a really good golf writer would find.

To help you gain some insight into what does and does not constitute good copy, at least in the eyes of a golf magazine editor, let's look at another way of covering the above.

# Firstly, you should be aware of the differences between an article and a report - or a writer and a reporter.

Reporters mainly work for daily newspapers and press agencies. Their brief is to provide analysis of scores. Entertainment is secondary. With limited column space, reporters have to detail as much on-the-surface information as they can, hence you will read how 'Ray Floyd cracked under pressure and surrendered the 55th Masters Tournament to Nick Faldo at the second sudden death hole yesterday.'

Little attention is paid to entertainment, passion or opinion.

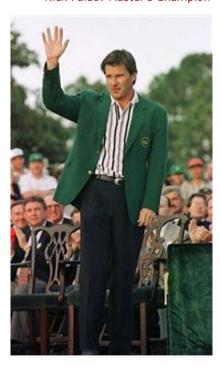
This tabloid style of writing serves a purpose but will bore a reader if served up in similar fashion day after day. After all, they've probably already heard the scores and seen TV action footage.

A good writer, with more column space and time to construct his or her article, would craft something better. All it takes is hearing an off-the-cuff comment at a press conference and you may have the angle and hook you need.

If you are really lucky, you'll be able to get 'inside' the player's head and relate the tale you've heard in the first person.

First person is a great writing style, one that holds a fiction-like feel and which is employed with considerable impact in modern sports writing.

Nick Faldo: Master's Champion



Let's reflect: at the first play-off hole, Faldo had to hole a six-foot putt to stay alive. What might he have said about this afterward, in the post-match press conference, assuming he went on to win the competition? Perhaps, almost as an aside, Faldo might recall that when lining up the putt he had a vision of himself, as the reigning champion, presenting his opponent with the champion's green jacket. And maybe he says the vision helped him concentrate. He holes the putt. He goes on to win.

Thinking about this further, we know Faldo played the last round with Jack Nicklaus. Faldo took the game up only after watching Nicklaus win the first of his backto-back wins on TV while he was stuck indoors during a wet Easter school holiday in 1971.

Golf aficionados - and if you want to be a golf writer that's what you've got to be - would know that. And here Faldo is, 18 years later, emulating his hero.

### So where do you start?

What about:

"Nick Faldo couldn't read the line of the putt that would keep him alive and send the Masters decider to a second playoff hole.

He tried, but instead he saw a vision of himself, as reigning champion, fitting his opponent with the coveted green jacket.

Faldo couldn't believe it. It was a conscious nightmare. `How can I possibly do that', he thought, as he crouched over the six-footer at the 10th hole. `I can't', he concluded, so smacked the ball into the centre of the cup."

You'd craft a story like that from Faldo's words, such as "I thought to myself: How can I possibly do that? And I realised I couldn't."

The appeal of sports journalism is that writers are able to enjoy showcasing, romanticising or criticising the deeds of athletes, rather than merely chronicling the misfortunes of others, as court reporters and the like have to do.

### How to write a golfing article

Continued from Page 7

Think of the last article that gave your spine a chill — it set off the aficionado in you . . . it had passion. Some of the best sports writers — able to **convey and generate** passion — have been golf writers.

If you're writing about boxing, football or tennis, it's much harder to make a piece interesting because the arena never changes - the ring always has the same dimensions, as do the football pitch and tennis court.

Golf, however, changes from course to course. Each hole has a unique character and the history of many hangs like thick fog, It is easy to describe the as a gallery of thousands holds their collective breath before a putt.

In addition to countless venue changes, golf is a game of the individual against the odds.

(Yes, clichés have their place ... but only just.)

Character is to the fore as in no other sport. You can play a set of poor shots in tennis and still win the match. But one bad hole can ruin a golfer's entire tournament.

# A deep knowledge of the game is imperative if you want to be a good writer.

Golfers - even average club players - are fanatical about their sport and if you slip up even once you will lose your credibility. If you don't have a great working knowledge, then you must put in a lot of research and **attain it.** 

As for style and structure, these are aspects of sports writing that are not easily taught. What is important, though, is to hold the reader's attention.

### The best way to do this is to use active voice throughout.

Most writers will use 'he said' rather than the present tense 'he says'. But from an impact perspective 'he says' is far more dynamic, and therefore preferable.

This style, while unorthodox, is acceptable — as long as your use is consistent throughout.

I shouldn't have to tell you that while verbs are the most important building material for the sports writer, adjectives should be used sparingly and only when needed.

### Nouns do not always need to be preceded by adjectives.

Phrases like 'a staggering \$7 million' should be avoided.

It's just seven million.

Never state the obvious or be superfluous: do not describe someone as "very interested". Interested will suffice.

And it is not possible to try and do something - it's try **TO** do something. Your editor will smile.

Humour is good, too. After all, golfers are always laughing at themselves. PG Wodehouse had the right idea: "He could not concentrate for the sound of butterflies landing in the adjacent meadow . . ."

All of this advice is a broad plan for the would-be sports feature writer. There are no absolute guidelines on length, unless your editor specifies a word limit, but unsolicited features should fall between 1200 and 1500 words. If you can't tell a story in that space, then you haven't done your job.

### **Beyond the Mainstream**

There are many other types of golf writing, such as instruction articles, equipment features and travel destinations pieces, which are self explanatory.

There's good money in this aspect of the profession.

Instruction articles are always written in the first person and should be written as though a teacher was speaking to an individual pupil.

Golf equipment features are just descriptive technical writing, whereas travel features of interest to golfers draw from personal anecdotes and experiences and afford maximum narrative.

To help you to sell your piece, it helps to spend a few extra moments coming up with a witty headline and concise intro - for example, a preview of the British Open at Royal St George's, Sandwich could be headed 'Open Sandwich'. Better than nothing.

If you have a good idea for a photograph, suggest it to your editor. If it is any good they will put a photographer onto it and remember you.

Freelancers who can think in pictures are a rare species.

### Is golf a passion? You could write about it! □



### World Press Photo Foundation Sports Category

### Winners 2017

### 1st

Jockey Nina Carberry flies off her horse Sir Des Champs (left) as they fall at The Chair fence during the Grand National steeplechase, at Aintree Racecourse, Liverpool, UK. A second horse, On His Own (right) also fell at the fence.



Photo: Tom Jenkins

### 2nd

Gael Monfils of France dives for a forehand, during his fourth-round match against Andrey Kuznetsov of Russia, in the 2016 Australian Tennis Open.



Photo: Cameron Spencer

### 3rd

Jamaican Usain Bolt smiles as he looks back while winning the 100 metre semi-final race at the 2016 Olympic Games in Rio de Janeiro.



Photo: Kai Oliver Pfaffenbach

# Tim Clayton **Sports Photographer**

From Grad's Club News #897 Reproduced for educational purposes.

**Tim Clayton** is living the high life. For eighteen years he had 'the best seat in the house' at every sporting event in Sydney. He has covered eight Olympic Games, five Rugby World Cups, and a soccer World Cup. Today, Tim shoots sports events in and around New York and Boston.

Tim Clayton's career began at 16, when he joined *Yorkshire Post Newspapers* in Leeds, England. For the first five years, he worked as a darkroom assistant.

Later, in 1990, he moved to a new role as Sports Photographer for *The Sydney Morning Herald*, which he held for 18 years. Tim left the daily newspaper grind in 2008 and travelled widely, before settling in Connecticut.

Tim thought Sydney an ideal location for a sports photographer:

"Sydney is great because it has so many sports on offer. It's not a one sport town. There are four footy codes, cricket and tennis in the summer, and a host of water sports that offer fantastic photography. Name the sport and it's probably played here. There's even a handball competition." He says the Olympics are the pinnacle of a photography career.

"It's the biggest show on earth and it's a great place to be for a sports photographer. Every day is a 19 hour day and you have to survive on four hours sleep every night. Everything you go to is huge. I would take 2000-5000 shots per day at the Olympics.

It is draining emotionally, because I might miss a great picture and normally if I miss a good picture I will agonise over it for days, but an hour later I might be at another event and take a really great shot and my day is good again. It's a roller coaster ride in terms of missing and hitting and trying to get great shots."

He recalls the melee.

"Competition among photographers is akin to the athletes - we have a lot of respect for each other but we are all trying to capture that one memorable shot which captures the colour, emotion, atmosphere and athleticism of the Olympics."

His least-liked sport? Squash. "Squash is hard to photograph; it's very confined and there's nowhere to go."

Cont'd on Page 5



Tim Clayton

## Tim Clayton Sports Photographer

Cont'd from Page 4

Tim lists swimming as his favourite sport to photograph. "You can photograph a swimmer a thousand times, but the water never does the same thing twice

"If I look at a breaststroker coming at me sometimes I get amazing things happening with the water. I may have done that angle a thousand times before but I might get one frame where things happen with the water which makes that image unique."



Water is always changing

Tim stresses the importance of knowing a sport intimately.

"In 1993, the baseball league started in Australia and I'd never shot baseball in my life.

It took me a full season to learn the play and know what type of action to anticipate.

In 1998, I went to Nagano for my first Winter Olympics. This was a struggle at first because it was all new to me, but at the same time I really enjoyed the challenge and the steep learning curve—that is, once I got a feel for each of the different events."

He loves Canon.

"Ninety per cent of professionals use Canon; they're faster, stronger and better than anything else on the market.

Canon has done a really great job in developing their product. The auto-focus is fantastic."

#### Tim's Best Tip:

"The best photographers fail often. The best advice I can give anyone is not related to the technical side of photography. Photography is something you have to fail at in order to improve.

If you are not failing then you are not experimenting and therefore you are not learning anything new.

The best photographers fail often. "However, photographers who repeat what they did yesterday and the day before are too scared to fail so they don't try new things.

"In sports photography it's important to know about shutter speeds and lenses. So is understanding and reading the game. But the most important thing is to experiment because this will increase your chances of capturing a unique or interesting shot.

"Practice is very important. It doesn't matter whether you are using an EOS or a simple compact, the most important thing is to get out there, use it, and try different things.

"Digital photography has made experimentation and learning much easier.

"Once you have a camera, computer and printer there is zero expense with digital photography. You can take as many shots as you want at no extra cost.

Digital photography also enables you to learn as you shoot. You get to view your shots as you take them, meaning you learn at a much faster rate than in the old days with analogue when you had to wait until the film was developed.



With digital cameras, photography has become cheaper, more convenient and most importantly – more fun."

### **Job Opportunities**

Reporter, North Shore. Generate and deliver accurate, interesting, well-written and well-presented coverage of stories relating to the North Shore community. Full time. 18 June.

Reporter, Auckland. Create and deliver well-written content to our audiences across our digital and print platforms.
Full time. 18 June.

Stuff Reporter, Wellington. Cover a wide range of significant stories, from major domestic and international breaking news events to the day's biggest talking points to long-term projects and investigations. Full time. 15 June.

#### Entertainment Reporter,

Auckland. Chase and break entertainment news, write features, run live blogs and TV recaps, even interview a musician or actor via facebook live chat. Full time. 13 June.

Partner Marketing – Content Researcher & Writer, Auckland. A brilliant writer for hunting out, researching, interviewing, and finally crafting fantastic product and partner based content for Xero. Full time. Apply now.

Copywriter, Heartland Bank Ltd, Auckland. Produce compelling, creative and effective long and short form content primarily for digital channels – web, social, blogs and email, and also for print, radio and in some instances for television. Full time. 13 June.

#### Editor needed urgently,

Auckland. Chinese editor – plan contents according to the publication's style, editorial policy and publishing requirements. Full time. Apply now.

Editing Lecturer, Unitec, Auckland. For our Creative Industries Programmes, to teach and support students with theory and hands-on learning. Full time. 14 June.

#### News summary writer,

Fuseworks, Hawkes Bay. Work from home to create summaries of news items broadcast on radio and television. Part time. 16 June.

### **Graduates Club**



Students who graduate are invited to join the Graduates Club and enjoy these services:

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- # Access to Student Forum, 24/7/365.
- # Annual renewal of PRESS PASS where applicable.
- # Annual renewal of ID CARD.
- # Access to graduates and students who will proofread your manuscripts, without a \$ fee.
- # Access to a tutor for manuscript appraisal, for a fee.
- # Assistance with finding placements for articles, photos, book manuscripts.

### All that for \$100 membership.

PS: As a consultant any of these people could charge \$75 per hour.



NZIBS has been providing skills through superior distance learning programmes for 26 years.



### Homework Stinks?

by Kim L. Hart

Why should students have to do homework, especially if they don't feel like it?

If they are too tired to complete set work, why make them?

And then ... when they finish studying and start earning, they could go in to work whenever they feel up to it, and if something becomes especially hard, they can just quit.

Get real!



Maybe homework does stink, and maybe getting up early isn't so great. The thing is ... sometimes life is hard.

Even so, I believe what separates the haves from the have-nots is the understanding of the discipline involved in an act as much as an understanding of the act itself.

It is knowing that sometimes things may not make sense to us at the time or go our way — but we do them anyway. This is how we learn self-control.

Granted, there are old-fashioned, outdated rituals that we as a society would do well to change, if we're to improve the lives of future generations.

However, I also believe that if we keep making everything easier for our children and take away every challenge they may face in life, they lose the ability to develop the essential tools they need to thrive as healthy, fully-functioning adults.

Homework stinks you say? Too bad. Do it anyway.



The discipline of homework is good for your character.

#### **CONTACTING NZIBS**

Our toll free telephone number is **0800-801 994** 



If you called the office recently and you didn't get through, please accept our apologies.

The office is usually ready for action from 9am until 5pm, Monday to Friday.

There is an ANSWERPHONE service to take messages before or after those hours.

The website is open 24/7. The Student Forum is always open and available, day and night, 24/7.

Or you can email ... registrar@nzibs.co.nz principal@nzibs.co.nz tutor@nzibs.co.nz admin@nzibs.co.nz

### If you have good news:

Please share with everyone, use the online <u>Student Forum</u>.

NB: Only students have access rights to the Forum.

### We ALL love reading about $\dots$

- students' new books
- · competition wins
- even small

achievements.

Students can look in all sections and post comments or questions on subjects you're not studying.

That means proofreaders and story writers can see what the photographers are getting excited about. And so on.

There are also competitions anyone can enter. Participate in the full student life!

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### How to write an editorial

by Anthony Smits extracted from GC News #1004 Reproduced for educational purposes.

### The editorial is one of several basic essay formats

An editorial is an opinion piece based on facts, presented as the viewpoint of an entire publication—'the editor's view'—unless it is an invited piece, which will carry a disclaimer such as: 'This article doesn't represent the opinion of ...'.

Blog posts are often 'editorial' in style; they showcase *your* opinion.

### **Choose your topic**

Your editorial topic is of utmost importance; write about topics that are timely and relevant.

Timeliness can be measured by several factors. For example, look at current events in the nation, or 'what's on' in your locality.

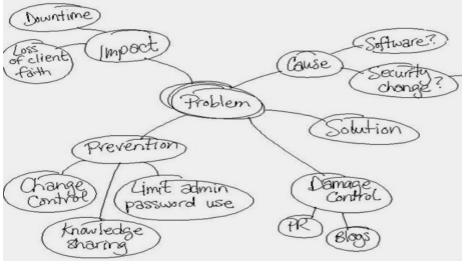
Naturally, 'making a good case' requires that you do some in-depth research before you begin writing.

### **Outlining**

Once you've decided which facts support the story you want to write, you can create an outline. This is a practice many writers follow, because it makes the subsequent writing easier.

Some writers don't outline because they think writing 'off the top of their head' gives a better result. Usually, this doesn't work out well.

The illustration shows a mindmap. This way of outlining connects similar thoughts together.



If your editorial is for a special interest magazine or publication, focus on events happening in their field, discipline, or industry

#### **Know the facts**

Once you have a topic, the next important step is to determine the facts behind the story.

Known or provable 'facts' are the principal difference separating an editorial from a simple column or commentary. Thus, you construct an editorial article by laying out an argument or point of view which you can support with evidence. The 'opinion' part of your editorial is the conclusions you infer from the evidence you present.

Your opinion will have weight with the readers because it is supported by the facts you have presented to make your case.

Mind-maps enable you to write flexibly while ensuring you don't miss an important point that could advance your argument.

### Have an opinion

Editorials contain clearly expressed *opinion*, whereas news stories do not.

Make sure you express a definite opinion based on the facts you have described. Unless you show a clear opinion, your argument is not editorial, simply a summary.

When concluding, ensure your opinions flow logically from the facts you've used. Focus on one thread of argument; this strategy will highlight your opinion.

A pause before publishing is good practice. A day or two's reflection may bring new insight. And always proofread!

### **Job Opportunities**

Junior journalist, TechDay Ltd, Auckland. Write a number of news articles, working with the other editors to ensure the sites are being regularly updated, and contributing towards editorial targets. Full time. Apply now.

Event Photographer, Michael Smith Photography Ltd. Experienced photographer with own quality camera, lenses and flash to photograph events in evenings, often weekends. Part time. Apply now.

Maori News Journalist, Radio New Zealand, Auckland. Identify the day's top Māori issues stories, writing them to RNZ's exacting journalistic standards; airing them during top-rating news programmes. Full time. 11 June.

Assistant Editor, Castleford Media, Auckland. Write engaging content for our clients, including video scripts, blog entries, and research papers and edit the work of others to a high standard. Full time. Apply now.

If you see a vacancy that appeals, with an APPLY BY date which has passed . . . Apply anyway.

Contact the company and ask "Did this position get filled? I've just discovered it and I think I'd be ideal."

If you ARE the ideal candidate, they will be pleased you did.

Photographer, Farro Fresh Auckland City. Covers all advertising, in-house material, recipe cards, our Feast magazine, our people and producers, field visits, online imagery and social media. Full time. Apply now.

Digital Content Editor, Auckland Central. Build, test, and deploy emails using the IBM marketing cloud platform for deploying direct communications to customers via owned channels. Full time Contract. Apply now.

Reporter, Tasman, Nelson / Tasman. Confident with a camera, required to do layout and work on Indesign. Full time. Apply now.

#### Fiction to finish

# The Real Story of the Hare and the Tortoise

by Lord Dunsany

A sample short story for students.

Reproduced for educational purposes

**For a long time** there was doubt with acrimony among the beasts as to which of the Hare or the Tortoise ran swifter.

Some said the Hare was the swifter of the two because he had such long ears, and others said the Tortoise was the swifter because anyone whose shell was so hard as that should be able to run hard too.

The forces of estrangement and disorder perpetually postponed a decisive contest.

But when there was nearly war among the beasts, at last an arrangement was come to and it was decided that the Hare and the Tortoise should run a race of five hundred yards so that all should see who was right.

"Ridiculous nonsense!" said the Hare, and it was all his backers could do to get him to run.

"The contest is most welcome to me," said the Tortoise, "I shall not shirk it."

Oh, how his backers cheered. Feelings ran high on the day of the race; the goose rushed at the fox and nearly pecked him.

Both sides spoke loudly of the approaching victory up to the very moment of the race.

"I am absolutely confident of success," said the Tortoise.

But the Hare said nothing, he looked bored and cross.

Some of his supporters deserted him then and went to the other side, who were loudly cheering the Tortoise's inspiriting words. But many remained with the Hare.

"We shall not be disappointed in him," they said.

"A beast with such long ears is bound to win."

"Run hard," said the supporters of the Tortoise.

And "run hard" became a kind of catch-phrase which everybody repeated to one another.

"Hard shell and hard living. That's what the country wants. Run hard," they said.

And these words were never uttered but multitudes cheered from their hearts.

Then they were off, and suddenly there was a hush.

The Hare dashed off for about a hundred yards, then he looked round to see where his rival was.

"It is rather absurd," he said, "to race with a Tortoise." And he sat down and scratched himself. "Run hard! Run hard!" shouted some.

"Let him rest," shouted others. And "let him rest" became a catchphrase too. He sat down again and scratched.

"Run hard. Run hard," said the crowd, and "Let him rest."

"Whatever is the use of it?" said the Hare, and this time he stopped for good.

Some say he slept.

There was desperate excitement for an hour or two, and then the Tortoise won.

"Run hard. Run hard," shouted his backers.

"Hard shell and hard living: that's what has done it."

And then they asked the Tortoise what his achievement signified, and he went and asked the Turtle. And the Turtle said.

"It is a glorious victory for the forces of swiftness."

The Tortoise repeated this saying to his friends.



After a while, his rival drew near. "There comes that damned Tortoise," said the Hare, and he got up and ran as hard as could so that he should not let the Tortoise

"Those ears will win," said his friends.

beat him.

"Those ears will win; and establish upon an incontestable footing the truth of what we have said."

And some of them turned to the backers of the Tortoise and said:

"What about your beast now?" "Run hard," they replied. "Run hard."

The Hare ran on for nearly three hundred yards, nearly in fact as far as the winning-post, when it struck him what a fool he looked, as the Tortoise was nowhere in sight.

And all the beasts said nothing else for years.

To this day, "a glorious victory for the forces of swiftness" is a catch-phrase in the house of the

You may wonder why this version of the race is not widely known. It is because very few of those that witnessed it survived the great forest-fire that happened shortly afterwards.

It came up over the weald by night with a great wind. The Hare and the Tortoise and a very few of the beasts saw it far off from a high bare hill that was at the edge of the trees, and they hurriedly called a meeting to decide which swift messenger should be sent to warn the beasts in the forest.

They sent the Tortoise.

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