



Journalism & Publishing

Journalists perform the vital role of keeping the public informed about various issues and events that happen around the world. The journalism profession includes radio journalism, TV journalism and print journalism (newspapers, magazines, newsletters, trade and technical journals, the Internet).

POSITIONS

Graduates start as trainee reporters/sub-editors or editorial assistants at newspapers and magazines. Reporters must be able to separate the facts of a story from their personal views and report accordingly. They must write clearly, have a good grasp of the language in which they are writing and be able to meet deadlines. Finally, they must be able to mix with people of different social backgrounds and political views.

A publication usually consists of a publisher or the equivalent, an editor or the equivalent, reporters, subeditors (also known as copy editors), sales people and a marketing manager.

The publisher is the chief executive of the group and is responsible for the profitability of the activities under his control. A publisher's background may either be marketing, editorial or both, and must have considerable skills in various fields.

The editor is both a journalist and a manager. Editors must contribute to the overall editorial content and management of the product, including formulating policies and preparing publication budgets. They manage the editorial department and are responsible for recruitment, training, motivation, liaising with various departments as well as dealing with readers, advertisers and suppliers.

The news editor is responsible for the reporters and overseas correspondents. The news editor gives out daily assignments to reporters and may also assign feature stories. They or their assistants must scrutinise each submission by the reporters before passing them to the chief subeditor.

The chief subeditor is responsible for the subeditors who edit copy from news agencies and from the organisation's own reporters. He supervises the layout of the pages and has to be alert to discrepancies in the copy he edits. They must polish the language of the reporter, who often writes under deadline pressure. They must watch out for advertisements parading as news, and be able to write headlines that are bright, informative and – above all – accurate.





Photographers are an essential part of the reporting team. Often pictures are printed as stories with minimum text. They work under the chief photographer who reports directly to the news editor.

Advertisement & circulation managers report to the publisher, but have to work with the editorial department too. The advertisement manager often have to work with the editor on advertisements that may have dubious wording or content. He is largely responsible for the revenue of the newspaper and has a sales team under him.

Advertisement managers have to be able to think up ways to keep increasing the revenue mainly through display and classified advertisements. Editors and reporters are made accountable to him to plan and produce supplements and special reports aimed at increasing revenue.

The circulation manager has to see that the publication reaches the reader and important circulation areas swiftly and smoothly. These managers liaise with small and large distributors in the city and the outlying areas and keep track of any production problems that may delay the distribution of the publication.

EDUCATION & REQUIREMENTS

For those wanting a career on the editorial side, a degree in journalism or communications is an advantage although not a must. A journalist's function is to inform, to interpret, to guide and to entertain. They must be independent, fair, accurate, honest and responsible. Journalists should also be decent not only in the way they present the news, but the way in which they go about obtaining it.

SALARY & BENEFITS

A graduate with no experience can expect a starting salary of \$9,000-\$12,000 per month, depending on the size of the publication. On average, salary levels in the Chinese language press are lower than those of the English language press. Many young people attracted to the profession feel their chief reward is work satisfaction.

FURTHER INFORMATION

A useful source of information is the Hong Kong Journalists Association. The association can be contacted at:

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