

# BEAT REPORTING

Choosing and covering beats to maximize news

# WHAT IS A BEAT?

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- ▶ Simply, a beat is an area or topic of news that is routinely covered or checked by the same reporter.
- ▶ Beats vary from news organization to news organization, depending on the publication's mission and audience.
- ▶ Daily newspaper beats include business, education, environment, police, courts, health care and government.
- ▶ School media beats include clubs, academics, administration and activities.
- ▶ In any media, sports beats are divided by sport.



# WHY USE A BEAT SYSTEM?

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- ▶ Make sure you don't miss anything
  - ▶ Provide coverage of the entire school, not just the part you're involved in
  - ▶ Uncover more interesting stories and angles
  - ▶ Build relationships throughout the school
  - ▶ Know who covers each story
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# WHAT BEATS SHOULD WE COVER?

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Most high school publications have several beats within these categories.

1. Clubs and Activities
  2. Academics, In-School Issues, Administration, Student Services, Curriculum
  3. Entertainment
  4. Sports
  5. Teen Issues
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# WHAT BEATS SHOULD WE COVER?

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## **Post-It Note Activity**

- ▶ List as many possible beats as you can think of in each category.

