

Study Guide: Press

Press Corps



Chair: Adriana Hiramoto

ADs: Joaquin Zurita, Macy Gutierrez, Michela
Garavito-Salini

Letters from Directors

Dear Delegates,

Welcome to the Press Corps Committee in AltMUN 2020 with a special twist and change of rules: an online committee. The Press Corps has always been a very dynamic committee usually running around the conference. This time you won't be moving around but that doesn't mean you don't have to know what is happening everywhere and being updated all the time as usual. I am very excited to work together with Joaquin, Macy and Michela as Assistant Directors of this committee. We are looking forward to seeing how you approach this committee and adapt to the circumstances.

I am currently a student at the University of the Arts London in the London College of Communications and I just finished my first year of BA(Hons) Advertising in Media Studies. In my free time I like journaling, book binding, illustrating and I am also working as English teacher, social media manager and content creator for an educational brand.

My MUN journey started four years ago in 2016. I've always been interested in the social committees, during my MUN experience I had the amazing opportunity to debate in Yale MUN 2018 and Harvard MUN 2019, getting to know many people from around the world and representing Peru debating disquieting issues in our society. Moreover, I've been part of the Secretariat of CPBMUN in 2018 as Chief of Branding and Advertising, design and the visual presentation is usually an important first impression for me. This is my second time being Press Corps director of AltMUN, last year we had a very competitive and creative committee and I would love to repeat that this year.

Being an advertising student in an arts university I tend to look for creative work. I am always focusing on details, I expect delegates to present well written pieces but format, colours, fonts and style can also convey a lot of meaning and intention. Your work in the Press Corps is very important as it can change how other committees are debating, make sure to use all the advantages of your assigned news outlet to have the best outcome.

Together with Joaquin, Macy and Michela, we are working to create a good experience for you, adapting to the circumstances to make this committee work. We want you to have fun and learn through this experience, you will be doing a lot of research and learning of many varied topics. If you have any questions you can contact us. Be well prepared and we're excited to see you in the upcoming AltMUN 2020.

Adriana Hiramoto

Letters from Directors

Joaquin Zurita

It is my pleasure to welcome you to Altair Model United Nations 2020. My name is Joaquin Zurita and I will be one of your Assistant Directors for the Press Corps Committee. I am currently a BASS Philosophy and Sociology student at the University of Manchester. Apart from studying, I volunteer as a correspondent for the Organization of World Peace, and I am part of the team behind the LGBTQ+ Organization “Nuestro Clóset Perú” .

With regards to MUN, my experience goes back to 2016. Yet, to be honest, my experience with MUN has not been great. Only the few times that I have participated in the Press Corps Committee have I really enjoyed it. So, if you are like me, the kind of delegate that enjoys writing more than debating, I can assure you that you will love this committee.

I hope despite the circumstances you can enjoy the experience of participating in a Press Corps Committee as much as I did. I am very excited to meet you all. See you soon, and good luck!

Macy Gutierrez

I would like to welcome you to the first Virtual ALTMUN ever! My name is Macy Gutierrez and this is my first time ever being an assistant director in the Press Corps and I am very excited for this new experience. I joined the MUN club at my school three years ago and have been to a handful of different conferences over the years. MUN has challenged me to think outside of the box and step out of my comfort zone, and I hope that this experience does the same thing for you.

Despite the difficulties presented by the global pandemic, we are all still very much dedicated to making this conference a very enjoyable experience for you all. We hope that you will accept this challenge of participating in a virtual conference and do your best to strive for greatness. I hope that you challenge yourself to try new things, be creative and do your very best to get the most out of this experience. I am confident that all of you are going to do an amazing job and I am very excited to see how each of you work and develop during the duration of this conference. Good luck to all of you and please feel free to contact us if you have any questions!

Michela Garavito-Salini

Welcome to the second edition of ALTMUN! My name is Michela Garavito-Salini and alongside Macy, we will be Assistant Directors of the Press Corps committee. We are both super excited to and willing to make this experience as enjoyable as possible for you all.

Given the current circumstances, we acknowledge that this conference will be different and it may represent a great challenge. However, make the best out of this opportunity. Work hard, do your research, be passionate and let your creativity flow. Do not hesitate to contact any of us to help you with any of your concerns and good luck!

The Committee

What is the Press Corps?

Press Corps is a very unique and challenging committee that has the responsibility to provide the conference with good quality journalistic work, as well as serving as a trustworthy source of information for delegates and staff in other committees. In this opportunity, each one of you will be representing a different news organization, but reporting at the same time and at the same event.

Unlike the delegates of other committees, the Press Corps do not have a definite or exact agenda they have to follow. Rather, reporters throughout the conference choose the topics they want to address and develop constant sources of media. As a delegate, you have been given the opportunity to produce updates, editorials, videos, photographs, articles, interviews and any other content you find suitable in order to influence the world affairs and report the delegates on what is going on.

Nowadays journalism is very uncertain and unpredictable; information can be biased and things can change from one day to the other. Therefore you are encouraged to be creative and challenging, making sure that you are presenting the information in a similar way “real” media would do it these days.

Why is the Press Corps Important?

Today, taking into consideration the evolution of technology, globalization, and current global events such as the COVID-19 pandemic, and the black lives matter movement, have generated a huge demand for instant news. Due to this high demand for news we are seeing an increase in the number of media outlets and news sources that each have a different level of reliability, political bias, focus, and some that are even controlled by the state. The media has become a crucial part of our everyday life, since it has created awareness for the public so that we are not manipulated by our leaders and so that we are all able to form our own opinions and points of view. This is the role of the Press Corps, to inform the public in an accurate manner about what is going on inside of each committee, and this is why it is of the utmost importance that delegates learn and inform themselves on the different perspectives and focuses that news and media outlets have upon similar situations and global events, and how these different perspectives affect and alter the way that we as human beings obtain information and form opinions about certain global issues and events. It is also important to take into account that every nation has different policies, laws, and regulations that limit the reach of certain topics and information to their population, which in turn raises various questions about our freedom as civilians to read and obtain the information that we choose and from the sources we choose.

Procedure

A press delegate has to be very energetic and always multitasking, this committee can be very fun as you have a lot of freedom but at the same time so much to do. The committee will work via a Zoom conference where we will have continuous meetings to keep track of your work. In the Press Corps you do not have to be present in our committee session all the time, as you have to be active in the other ongoing committees to observe, write and get involved in the development of the alternative topics. Moreover, we will also have a WhatsApp group chat to easily communicate important announcements such as the need of updates or sudden meetings. You can always contact us via the Committee (Zoom Meeting) or Whatsapp if necessary. Delegates need to create different types of media which will be delivered via email and organized in a Google Drive folder for each press outlet.

1. During committee it is essential to be in the Press Corps Meeting during Roll Call in order to register your assistance to each session. A detailed schedule will be given to you in our first session of committee.
2. For each session you must at least turn in two “pieces” which can be any type of media. It is expected of you to inform the committee flow in different perspectives according to your media outlet. Updates will start when the committees are more advanced and depending on each committee chairs.
3. You must embrace your media position, based on their style of writing and topics of interest. This includes the use of props and gadgets are optional and must be related to your assigned outlet, due to the circumstances we highly encourage you to get creative. Remember that you have to aim being memorable for the chairs and other delegates too.

Working on other committees

In order to participate in other committees, delegates must always notify the chair when they arrive to each committee announcing their presence in it. Your participation in the committee can be passive or active.

Passive- means that delegates will be present in committee in order to observe and listen to the committee flow and understand the different positions of delegates. This will help to write articles regarding the committee flow. If you will participate passively, you only need to announce your presence.

Active- you must also announce to the chair your presence but also ask if you can directly intervene in the committee by participating in moderated caucuses. The chair will notice you and likely choose you in the speaker's list. Participating actively in the committee will help you gain impressions, hopefully positive. This will help evaluate your performance according to the chairs and your pertinent participation on the debate of the topic.

Press Delegate Tasks

*All articles, videos, infographics, updates, interviews, etc. must be sent to/shared with the Chair and ADs

A press corps delegate has to do research and analyse their assigned media outlet. It is key to understand the style of each outlet visually, their writing, topics they cover and types of media in which they convey information.

Articles

Articles are the most basic and also the most important form of content that you can produce. Articles are a great way to show and explain to the public about what is going on within each committee and the conference as a whole. Articles can also be presented as updates to disrupt a committee, which could be informing the flow of the committee as well as addressing a crisis. Your articles should be written in the style of your news outlet, taking into account their political biases, beliefs, and values. This type of media is a great way for delegates to practice their writing skills as reporters, and show how well they are able to adapt to the news outlet that they are representing in the conference. Articles must be at least half a page long and should be presented in the format of the delegate's news outlet.

Social Media

All delegates have the opportunity to utilize social media depending on the nature of their news/media outlet. This decision is completely up to the delegates to decide but the chair will take into consideration which media outlets decide to use social media, since not all of the assigned media would naturally use these platforms. If delegates decide to use social media the chair would smile upon using Instagram, but you have the freedom to choose.

Updates

Journalism and media are expected to bring changes and challenges into the committees throughout the conference. Through articles, videos, interviews or others you can bring the updates to the table. These updates need to be based on real information and events.

Infographics

Infographics can be created utilizing Illustrator, Photoshop, or Canva. This type of media can be very useful since it provides the public with more of a visual representation about what is going on during the conference and in each committee. Delegates should also take into consideration whether their news outlet would naturally be inclined to use this type of media, and make sure that if they are, that the infographics are presented in such a way (style) that accurately represent their media outlet.

Videos

Although articles are very useful to provide detailed reports and information about the events transpiring within each committee, videos are a great way for delegates to get creative and provide the public with visual aids that can help further conceptualize the topic being talked about. Videos can be posted on social media (preferably Instagram) but can also be used to make updates. All videos must follow the natural style of the news outlet being represented and can not be more than a few minutes long. Delegates must send all videos to the Chair of the Press Corps, and in the case that they may wish to make an update, they must also send the video to the Chair of that committee.

News Outlets

The Korean Central News Agency

The Korean Central News Agency is a state-run news agency that was founded in 1946 by the North Korean government. It is known for its extreme left wing and portrays the views and opinions of the North Korean government for its national audience as well as for foreign consumption.

The Korea Herald

The Korea Herald is a government subsidized “daily English-language newspaper” that was founded in 1953, is published in Seoul, South Korea, and is owned by Herald Media. It is also the country’s sole member of the ANN or Asia News Network. Its political bias is considered to be mixed or towards the center, since when reporting on global issues or stories regarding the USA it has more of a left-center bias, and when reporting on national news and stories it has more of a right-center bias.

Vox

Vox is an American news outlet that was founded in 2014 by Ezra Klein, Melissa Bell, and Matt Yglesias and is currently owned by Vox Media. Vox Media also includes a YouTube channel, a website, podcasts, and a show that can be found on Netflix. This news outlet is known for its explanatory journalism, a sort of general interests news outlet that has the mission of “explaining the news” in the context of the 21st century. Vox’s media bias definitely lies on the left wing which makes it wildly popular among younger generations but has brought a lot of criticism as well.

Al Jazeera

Al Jazeera initially started out as a simple Arabic news and current events outlet on satellite TV, and since then has expanded to become a network that contains several news outlets that include speciality television channels in multiple languages. Although it is an independent news outlet, it is partially funded by the Qatari government and has 80 bureaus around the world. Its political bias is considered to lean to the left and has been criticed before for having mainly Islamist perspectives and promoting the Muslim Brotherhood.

Medical News Today

Medical News Today is a news outlet based on their website that provides information about medical news that is targeted both to medical professionals and the general public. It is part of the Healthline Media UK which is one of the “fastest growing health information sites in the United States.” It has a reach of about 70 million and has established itself as one of the leading medical news outlets on an international level. It is considered to be very pro-science.

Notimex

Notimex is Mexican news agency created in 1968. Its headquarters are in Mexico City and in 2006 they changed their name to Official Mexican News Agency after a reform that turned over the administration to a government board made up of representatives of the Mexican State. Their Network is very extensive, providing national and international news but with a special presence in Europe and the Americas.

News Outlets

CNN

CNN is an American news channel established in 1980 currently operated by WarnerMedia News & Sports. They were the first television network to cover national and international news 24 hours a day and the first news channel in the United States. They also own networks and radio programs in Spanish. They lean towards liberal news and they are on the border of Center and Lean Left.

Fox News

Fox News is an American news channel broadcasted from New York owned by the Fox Corporation. They have a 85 million reach only in American homes and many more overseas. Often people refer to the Fox News Channel as conservative and oriented towards the right wing. Former CNN newscaster Larry King stated that Fox News is a brand of the Republican Party and even an extension of it.

El País

El País is a Spanish online and printed newspaper established in 1976 that presents national and international news. Its headquarters are located in Madrid, however they count with offices in other important cities of Spain. El País promotes post Franco-Spain democratic ideals and they have a left-centered bias, thus they are considered a fairly liberal newspaper.

Libération

Libération is a daily newspaper published in Paris and founded in 1973 by the philosopher Jean-Paul Sartre and the journalists Benny Lévy and Serge July. This newspaper is orientated towards the central-left wing and it was born with unusual characteristics within the European press; they did not even include propaganda at first. After Sartre left the newspaper, they started a difficult journey towards journalistic normality. The Libé left their initial political radicalism, without ceasing to be a newspaper sensitive to social causes, progressive and disruptive in its approaches and style.

Position Papers

Position papers are due on July 24th. Please follow the formatting instructions:

Arial, 11pt font

Standard margins on A4 size page (One page maximum!)

Three paragraph structure

- Position of your media, usual topics that your news outlet would discuss and key facts to define you.
- History and background of your media, in order to explain your perspective, origin, style and important past events.
- Your interest and planned performance during conference, topics / committees of interest and actions.
- Footnotes or a bibliography are encouraged and may continue onto a second page.
- Deliver Position Papers to press@altair.pe

Recommendations

- Try to know what's happening in all committees you can always talk with other delegates and work together.
- Take notes and remember that sometimes little details are important and can make a great story.
- Show variety, we want to see you try different things! Be creative especially because we can't see each other face to face. Don't think negatively of the circumstances but as an opportunity for new ways to communicate your ideas.
- Finally, have fun and also remember to take a break once in a while, stretch and drink water!