



THE ZURICH CONFERENCE

Press Corps

Study Guide for Zurich Model United Nations 2023

Written by Suarez, Mariana

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Chairs Contact: presscorps.zumun@gmail.com



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Letter from the Chair



Dear delegates,

It is with great pleasure that I welcome you to Zurich MUN 2023. My name is Mariana Suarez and I will serve as your Press Corps committee Chair. My MUN career began in 2017, and since then I have had the opportunity to represent different countries and newspapers as well as take on different positions. This is my 6th time being a Press Corps director. From my past experiences being a Committee Director, Secretary-General, and a delegate I have learned that the most important component that makes a conference experience great is effort. Whether it is putting effort in research and content production, making friends or simply participating, this will benefit you in the long-run.

Press Corps is a unique committee where delegates are allowed to be flexible, inquirers, and active participants. You will learn and gain many valuable skills such as time management, quick thinking, writing, organization, and good communication. Which is why I hope all of you make the most of this experience!



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My priorities throughout the entirety of this conference is to create a safe environment where everyone is comfortable and able to make the most of this experience. As such, please feel free to send me an email (at presscorps.zumun@gmail.com) if you have any doubts, questions or comments before the conference.

I am very excited to meet you all soon.

Best regards,

Mariana Suarez

Press Corps Committee

Introduction to News and Media

The Press Corps is very different to the other committees in this Model United Nations. As such, the main focus of this study guide is to introduce delegates to its unique format. However, beforehand it is important to mention some brief history of news, media and the role of reporters.

A brief history of news and media

Newspapers have evolved and become a multifaceted medium that can be found in many forms and be accessed world wide. Many scholars have accredited the Romans with developing the first newsletter, between officials or friends, discussing daily events and gossip. Then, during the 16th and 17th centuries, commercial newsletters started to emerge in different European nations. Through the creation of the printing press, publishing newspapers dramatically changed by allowing the facilitation of newspaper reproduction for the mass market. Today, people can get their news through many different mediums, such as printed or virtual newspapers, social media, television reporting, etc.

It is noteworthy that different age groups consume news in different ways. As of the few recent years there has been a spike of short-form content consumption. According to Ofcom's News consumption in the UK 2021/22 report, in the UK alone there has been a rise of 6% when it comes to the reach of news on TikTok, during the span of one year. Furthermore, in 2022, 29% of teenagers surveyed used Instagram as their preferred news source, followed by TikTok and Youtube with 28%. On the other hand, adults over 24 years old still use TV reporting and print/online newspapers, despite the total reach of these platforms decreasing during the pandemic.

We find ourselves in a context where news and media is accessible in different forms. As such, the role of press delegates is to investigate the preferred form of media of their newspaper.

The role of media in society

Today, people are not only surrounded by the media, but immersed in it. This can be seen by the daily consumption of social media, television, radio, virtual and physical newspapers,

internet browsing, etc. As such, the media plays a very important role in politics, economics and society in general.

The role the media plays in democracy, particularly, has several perspectives. While many consider the media as an important contributor to democracy, through the spread of information, others consider it dangerous due to the polarization of ideas and potential source of dis- or misinformation. Nonetheless, both sides of the debate recognize that news and media can influence a population's decisions and opinion. This can be seen in their influence in elections, conflicts and general support of certain issues. As such, during this conference there will be newspapers with different views present in order to get a wide range of ideological values and global reach.

Introduction to the Press Corps Committee

This section of the study guide will introduce delegates to two important components of the Press Corps committee: the possible content that can be produced and the profile of a press corps delegate.

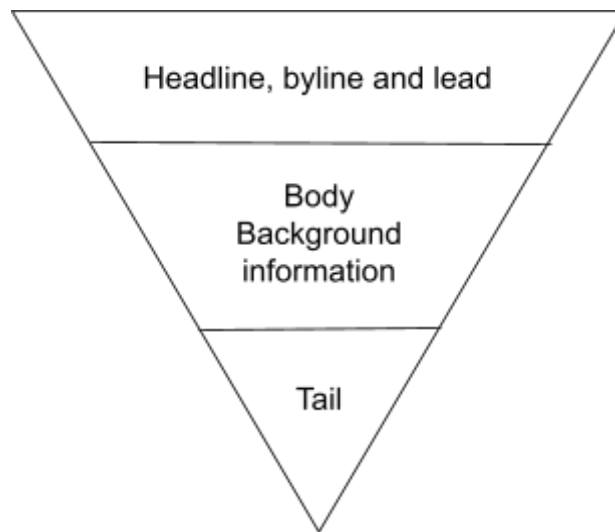
Possible content to produce

When representing a country, delegates will prepare speeches, proposals and research their country's foreign policies, as well as write working papers and draft resolutions during the committee sessions. Press Corps delegates investigate their newspaper, and produce content regarding the different events and occurrences of the conference. These can take different forms as described below.

Updates are the first piece of content that comes to mind when one thinks about the press corps committee. An update provides new pieces of information or portrays possible events that influence the direction of the committee. Updates can change a country's position, separate or combine blocks or add more topics of discussion during the conference. Updates can take different forms, such as short videos, photographs, articles, press releases, skits, etc. During the training more examples will be provided regarding what should be included in an update.

Articles are the most common pieces of content. These are used when wanting to explain further different discussions and topics that are occurring during the conference. Newspaper articles are usually written using the inverted pyramid structure.

Figure 1: Summary of the 'inverted pyramid' newspaper article structure



Journalists will present the most important information towards the beginning of the article and then proceed to provide background information and further discussion. This structure, alongside examples, will be further examined during the training. It is also important to note that articles can and should include other forms of media such as infographics, interviews and photographs.

Videos can be short or long forms of content that can show what is occurring in the conference alongside visual evidence. Different newspapers have distinct ways of producing and editing their videos, whether it is a documentary or reporting style.

As mentioned previously, **social media** is a prominent and timely way of providing and getting news during the 21st century. As such several, if not most, newspapers have social media accounts and post short form media on Instagram, Twitter, TikTok, etc. They also link their long form media in their bios and provide summaries in their feed.



Infographics are a creative and visual way to provide small amounts of information in an organized manner. Newspapers have different visual components that characterize their 'brand' as well as color schemes and fonts, that should be taken into consideration. Delegates can choose to use whichever editing tool they prefer, such as google drawing, Canva, etc.

Interviews are an essential part of any press corps experience. Interviews can be conducted to delegates, conference staff, directors, etc. However this must be done with the consent of the interviewee. Interviews can be done through voice recording, video recording, transcript, etc. and be used by itself or preferably as a complementary tool in other forms of content.

Press conferences will be organized within the press corps committee and as a communal project. Press delegates will read and analyze the working papers and draft resolutions in order to develop questions to ask the delegates of the committee. Press conferences are the most successful when careful research has been done beforehand.

Listed above are a few ideas of the content delegates can produce during the conference. More in-depth examples will be shown during the training that will take place in the beginning of the conference.

Press Corps delegate profile

The objective of the following section is to provide a more specific idea of the functions of the press corps delegate in a Model United Nations conference.

1. Representation

Delegates are expected to represent their newspapers accurately and continue to portray their values and aesthetics in the pieces of content they produce. It must be taken into consideration that this must be done respectfully and inappropriate and discriminatory behavior will be reported to the conference's organizers.



2. Creativity

Press corps delegates are given flexibility and space to get creative with their work, as there is no specific structure that is followed. As such, thinking of creative headlines, video ideas, and interesting interview questions is expected of the delegates.

3. Participation

Delegates are expected to participate within the press corps committee, such as in press conferences, as well as be active participants within this conference. During this conference, it is asked that newspaper representatives do not interrupt the flow and discussion of other committees (like giving speeches and form part of the discussion during negotiations). Rather, delegates should be listeners and bystanders in the discussion. If a reporter would like to interview a country representative they should coordinate a time that does not disrupt the committee flow.

4. Time management and responsibility

The press corps committee has a fast paced environment and delegates are expected to be able to adapt to these circumstances. As such, delegates should manage their time efficiently to provide updates within the time frame provided and complete their assignments within the due dates.

5. Quality

The quality of the content produced in the conference will be held to a high standard and quality over quantity is expected. Delegates should research and prepare ideas before the conference as well as check and correct their work before turning it in.

6. Academic integrity

As a Model United Nations conference is based in an academic setting, the ideas and rules of academic integrity will be applied. As such, delegates will be required to cite their sources should they use statistics or ideas from other authors, and ask for consent when using the images or videos of other delegates and participants during the conferences. Plagiarism will be reported and frowned upon.



Procedure

Headquarters

Press delegates and directors will have a newsroom in order to meet and coordinate the plan for each session as well as take attendance throughout the conference. Reporters are expected to be present during the first and last five minutes of each session, unless previously discussed with the director. We would also like to ask delegates to bring their own devices in order to work on their assignments during the conference.

Training

As mentioned previously, there will be a short training in the beginning of the conference in order to provide a brief overview and introduction of the committee as well as introduce ourselves. The training will cover examples of different forms of content, a Q&A session for delegates to ask questions, and a space for opening speeches.

Further research

It is recommended that delegates carry out research before arriving at the conference. A good place to start is the newspaper website, specifically the 'About us' section. Reading and noting the patterns of the newspaper can be very beneficial as well, especially when brainstorming ideas for content. It can also be very beneficial to read the study guides of the committees you would like to focus on as well as doing research on the topic and the newspaper's perspective on the issue.

Position papers

While there will be no Position Papers required for this committee, we do ask that delegates send us an email (at presscorps.zumun@gmail.com) introducing themselves as well as confirming their assistance by April 25th at 11:59 pm.

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