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Role of Investigative Journalists

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What not to expect from investigative journalists

- Quick solutions and fast news response (except for follow ups)
- Daily news
- Project PR
- Interview
- Story about project, organization or individual
- Individual/single story
What not to expect from investigative journalists

• Long and in depth investigations
• Long journalistic forms with context
• Project mention
• One or more quotes
• Investigation on wider practices
• What's wrong with policy and current approach
• Bigger impact
What can you provide to investigative journalist

• Quality background and context
• Contacts and experts
• Individuals affected – colorful examples
• Source of information, news and changes
• Database
How can investigative journalist help you or your organization

• More quality story with bigger impact
• Bigger reach
• New angles of work
• Contacts with key actors and decision makers
• Simple and understandable story on why your work and projects are important for society
Examples

- Database - government cars - auta.detektor.ba
Examples

- Campaign – Stop Censorship
Do not forget

- Investigative journalists are curious, hard working and passionate about their job, just like you.
- It takes time to build a reliable relationship and for a journalist to learn about the issue.
Thank you for your attention.
Questions?