

Qualities of a good
reporter

- excellent news-gathering and reporting skills
- a clear and professional broadcasting voice
- a persuasive manner and the ability to draw information from people
- a feel for what makes a story and how best to present it to particular audiences
- excellent writing skills
- the ability to think creatively and see all potential angles of a story
- confidence
- quick reactions
- to be effective under the pressure of deadlines
- to be objective, fair and balanced in the treatment of stories
- technical knowledge and skills in using a range of audio and/or visual equipment
- accuracy
- a knowledge of the law, ethics and industry regulation as they affect journalists
- self-motivation
- flexibility
- a smart appearance.
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