



INTERNATIONAL PRESS CORPS STUDY GUIDE



GMUN 2023
GENIUS MODEL UNITED NATIONS CONFERENCE



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EDITORIAL BOARD



Dee Emerald

Editor-in-Chief

Dee has been in the Malaysian MUN scene since 2018. Ever since then, they have been focusing on honing and perfecting their skills to be a good club teacher advisor and MUN coach to two international schools.

While Dee can often be spotted chairing in many places, they have also hosted three MUN conferences as a Secretary-General in 2021 alone, including the revival of HELPMUNC and the featured MYMerdekaMUN. With their current endeavour into journalism in UCSI University, Dee has also been applying their academic knowledge into the MUN scene via International Press Corp councils.

Outside of MUN, Dee enjoys building gunplas, cell phones from the 2000s, and reading the morning paper at your local kopitiam or mamak.

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Choong Cheng Ken

Managing Editor



Call me Ken. 17, wasted way too much time in my short life on pointless pursuits. I've been in the MUN scene since 2022 and 1 year later I'm somehow co-chairing the International Press Corp council of 2023.

When I'm not toiling away at school work, expect to find me playing video games, reading a book (cliche, I know) or taking a walk in the middle of the night.

As an avid reader, the world of words has always been intriguing and I will be looking forward to the works of our various journalists throughout the event. Here's a tip: Piss off an entire council to the point where you almost get kicked out and you may or may not win something. Maybe you should trust your own conscience instead of a random person that you've never met before. Anyways, remember to hand in your assignments on time but most importantly have fun during your time here at GMUN 2023.

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INTRODUCTION TO THE INTERNATIONAL PRESS CORPS

Congratulations! You have joined the International Press Corps - acronymed by IPC. But what does that mean? It means for the next three days under GMUN, you will be a journalist to the other councils in the conference.

Sounds pretty simple right? Walk in and report what happens! As simple as it sounds, there will be a lot of things to get to know about before you begin your journalistic career. Do not worry, the ~~chairs~~ editors, like Dee and Ken, are here to guide you - do not be afraid to ask any questions.

Unlike normal MUN councils in a conference, IPC is basically an international group of press corporations. So instead of representing countries, you will be representing news agencies. Such as the New York Times, New Straits Times, and so on.

In GMUN, the IPC functions like a massive news agency. So the ~~delegates~~ journalists will refer to the editors for their task of the day. This includes which council to cover, whether to do a press conference or not, and etc.



HARVARDMUN RULES OF PROCEDURE

Even though the IPC will not be conducted in the HMUN ROP, it is still important to know its rundown. After all, even though you are a journalist, you are still a MUNer. This conference will be conducted in [MYADP's Standardised HMUN ROP](#). While the ROP will be briefed in fuller details during the conference day itself, here is a brief rundown in order to familiarise yourself with important key aspects of the format, in ascending order of the procedure;

1. Roll Call
 - a. Basically attendance
 - b. Delegates are either *present* or *present and voting*
2. Primary Speakers List
 - a. Speeches made to decide which topic to move into first
3. General Speakers List
 - a. Speeches made about chosen topic
 - b. Can cover any issue under said topic
4. Caucuses
 - a. Moderated and Unmoderated
 - b. Mini discussions under subtopics
 - c. Moderated caucuses have set times for total and individual speaking time
 - d. Unmoderated caucuses are basically free-roaming discussions
5. Documents
 - a. Draft Resolutions
 - i. The main goal
 - ii. Basically UN resolutions before publication or finalisation
 - b. Working papers
 - i. Brainstorm documents
 - c. Amendments
 - i. Any corrections someone wants to add into the Draft Resolution
 - ii. Delegates can strike, amend, or add to clauses within the draft resolution
6. Suspending vs Adjourning Debate
 - a. Suspend = pause
 - b. Adjourn = stop

The HMUN procedures will be briefed to all journalists before sending them out to respective councils.



JOURNALISTIC CODE OF CONDUCT

As a journalist, there are appropriate ways to publish or write. This includes ensuring that you write without bias, without lies, and other basics of being a good person in general. Of course, code of conduct can be very subjective to each individuals' moralities, so here are the specific principles that will be observed during the conference;

1. All that is written must be the **TRUTH**
2. Your work **will** be **ORIGINAL** and **BY YOUR OWN MAKING**
3. You will **not** **MANIPULATE** or **DISRUPT** a council session to **make** a newsworthy story

The principles will be elaborated further during the first conference session of GMUN should there be a need for questions or clarifications.

Legalities

Since GMUN is a Malaysian conference, we will be abiding by Malaysian standards of writing and publishing. This means we have to be familiar with what we can or cannot write.

Communications and Media Act (1998)

The [Communications and Media Act \(CMA, 1998\)](#) is a Malaysian legislation that regulates the communications and multimedia industry. It aims to promote industry growth, ensure fair competition, protect consumer interests, and foster national unity. The Act establishes licensing requirements, content regulations, and consumer protection measures. It empowers the Malaysian Communications and Multimedia Commission (MCMC) as the regulatory body. Offences under the Act carry penalties such as fines and imprisonment. The Act's provisions cover a wide range of activities, including network services, broadcasting, and content dissemination. It is designed to create a comprehensive framework for the development and regulation of the industry.

Printing Presses and Publications Act (1984)

The [Printing Presses and Publications Act \(PPPA, 1984\)](#) regulates the printing, publishing, and distribution of newspapers and publications in Malaysia. It requires licences or permits for operation, registration of newspapers, and publications. The Act empowers the government to impose restrictions on content deemed prejudicial to public order or national interest. It also limits foreign ownership or control to a maximum of 30%. Offences under the Act carry penalties such as fines, imprisonment, or both. The Act provides a regulatory framework for media control and supervision in Malaysia.



WRITING LIKE A JOURNALIST

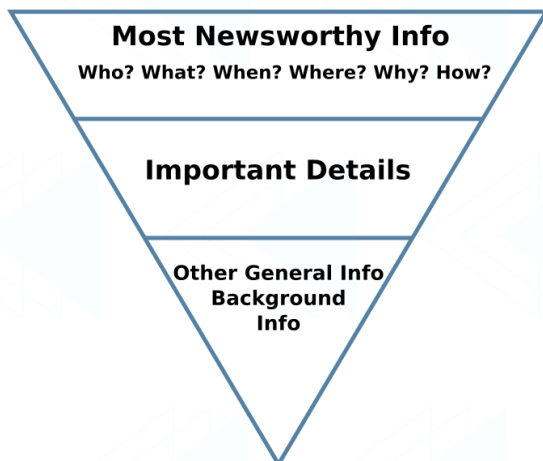
As a journalist, your main goal is to inform the public of what happens within the council chambers. You can easily do this in many ways but because you are a *professional* journalist of *the IPC*, you will mainly be writing articles.

Journalistic articles are very different from research or academic articles. The essays that you make for school assignments? They are academic papers (and you should be proud of them). This is important to note because while academic papers give very good insight and knowledge, in journalism, it is all about timing and urgency. When something happens in the world, it becomes our second nature to expect news to come out within minutes of the event occurring. A notable example was how closely the press was following the news on the OceanGate Titanic tour submarine (rest in peace).

Do not worry, this report will brief you on ways to write an article and possible templates that you could look into in order to suit your reporting needs!

ARTICLE WRITING 101

The basics of writing any article starts with facts. Because news must be published quickly and efficiently, it is very important for the MOST IMPORTANT facts to be addressed first.



This method can be called the Inverted Triangle.

This method is the breakdown of literally EVERY news release anywhere. Open up a newspaper or any news website of your choice and you will begin to notice a pattern. The top of the article lies the most important information. This includes your **Headline** (the title of the article), and your **lead**.

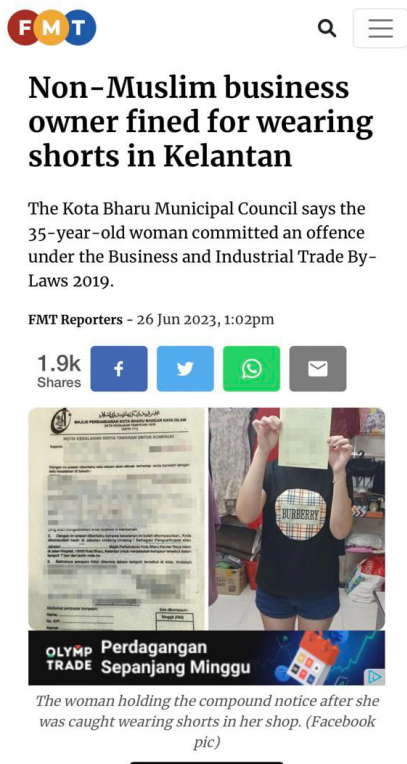
Everyone knows a headline is popular for being the only thing that everyone reads - not a good habit but understandable - because it contains the subject of the article. The lead is the short sentence that comes beneath a headline before the actual article. Think of it as a subheading. This allows the reader to have a bit more context about the headline.

But what if people only read the first part and not the rest of my article? That's okay! Because not everyone has the time to read the whole article (and that is part of life). Your reader could be a Grab driver, a Shopee deliveryman, a kitchen cook, or even, a student, like most of you. There are a lot of things to do that do not involve the liberty of sitting down and taking a break JUST to read an article. Which makes it even more important for you to put the most important facts **on top**. Therefore, there isn't a chance for someone to miss out on anything that could potentially be concerning.

Then what is the point of writing the rest of the article? Good question! While the top article gives straight facts about the news, the second section gives more background into the case. This could involve more context about the story. More on this later.

Ok, so what is the point of the last part then? Can I just skip that? Fortunately - or maybe unfortunately - no. Some online news articles that happen within MINUTES of an event occurring may seem short enough to skip out on it. But if you look again, you will notice that the last detail will always be there. The point of this very last detail is to give a current progress of the case, or a bit of background about the subject of the news.

Let's take this [FMT article](#) as an example;



The screenshot shows a news article from FMT. The headline is "Non-Muslim business owner fined for wearing shorts in Kelantan". Below the headline is a sub-headline: "The Kota Bharu Municipal Council says the 35-year-old woman committed an offence under the Business and Industrial Trade By-Laws 2019." The article is dated "FMT Reporters - 26 Jun 2023, 1:02pm" and has "1.9k Shares". There are social media sharing icons for Facebook, Twitter, WhatsApp, and Email. The main image shows a woman in a black t-shirt and shorts holding up a document. Below the image is a caption: "The woman holding the compound notice after she was caught wearing shorts in her shop. (Facebook pic)".

In this screenshot, you can see the headline and the lead (and an accompanying image, more on this in our **Photojournalism** section). The headline is very simple and the lead is basically giving a bit more background on what happened to the woman.

Now let's take a look at the first paragraph of this article;



PETALING JAYA: A non-Muslim woman in Kelantan was issued a compound notice yesterday for wearing “indecent clothing”.

The Kota Bharu Municipal Council (MPKB) said the notice was issued to the 35-year-old business owner during a spot check by its enforcement officers at her shop, New Straits Times reported.

Every article will have the general location or area in CAPITAL LETTERS followed by the starting paragraph. There is no need for any formal introduction. The article simply gets straight into the information with a short and direct sentence. The following paragraph then gives more context as to who issued the notice, who received the notice, and how the MPKB found out.

From here, you will notice it will be background context, after background context, after even more background context. Let’s take a look at the last paragraph;

According to the compound notice, which has been circulated on social media, the woman has seven days to settle the amount or face legal action.

This last paragraph is a good example of the current progress of the case. It tells the reader what the woman needs to do at the moment.

*This sounds like an article is literally just paragraphs of contexts after contexts... Yes it is. Of course, not every article sounds like this. If you compare this FMT article to a [Buzzfeed article](#), for example, they will sound very different. More on this will be explained under our **Feature Article** section.*

PRESS RELEASE

A press release is an article that is written *before* something happens. Often used before a press conference, it states the agenda of the upcoming event, some details that include, but are not limited to, venue, date, or time, and some details about the subject company involved.

A press release generally follows the inverted triangle format as previously mentioned and is always much longer in length in order to address the agenda. Typically it is drafted by the media representative of the subject company and sent out to agencies in order to circulate them to the public.

Another reason press releases are made is because it is a method generally used to *invite* notable journalists into a press conference. More on that in our **Press Conference** section. This allows the news agency to gauge whether your press conference is worth the effort or not based on measures of newsworthiness.



FEATURE ARTICLE

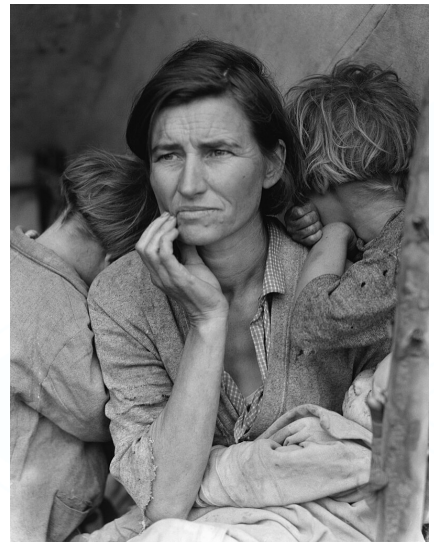
A feature article is a form of journalistic writing that explores a specific topic in depth, often with a narrative or storytelling approach. It goes beyond reporting basic facts and delves into the background, context, and human elements of a subject. Feature articles aim to captivate and engage readers through descriptive language, personal anecdotes, and engaging storytelling techniques.

- Explore a topic or issue of current importance.
- Follows narratorial conventions (i.e. There is a plot, complication, and conclusion)
- Written in short paragraphs.
- Combine facts and opinions.
- Provide a perspective or angle about the topic or issue.
- Includes catchy features

PHOTOJOURNALISM

Want more than just writing articles? Did you know that you can write based off of photos too? Photojournalism is a form of journalism that focuses on photography and pictures. A good example of this is taking a nice picture of a tense negotiation or a lively unmoderated caucus.

Photos play an important role in giving your readers a visual guidance or attraction towards your new piece. Not every article needs a photo, but every photo will always need context, despite speaking a thousand words. So remember to always accompany your photos with a descriptive caption. If the photo standalone without an article, then be sure to give it a good title as well.





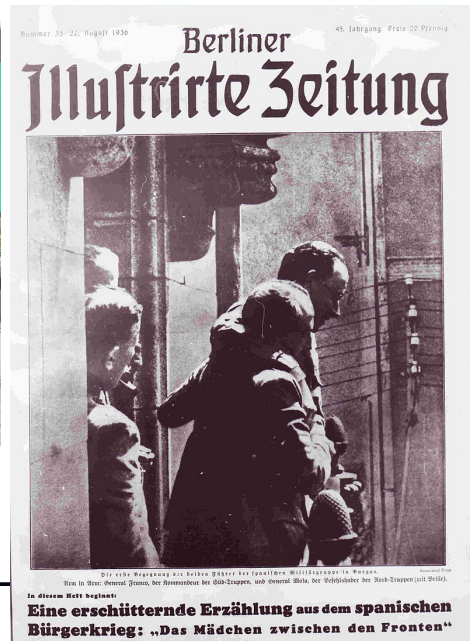
Here are more good examples of photojournalism:

On cloud 9

09-06-2023 01:01 AM



A group of 9A+ scorers from Sekolah Sultan Alam Shah in Putrajaya are beaming with joy as they celebrate their excellent results in the Sijil Pelajaran Malaysia. AMIRUL SYAFIQ THESUN



WRITING BY NEWS AGENCY

Considering you are representing different news agencies, this means that you will need to write in accordance with the standards of your assigned news agencies. This includes political leaning and/or flow of language used.

While we will be prioritising more on the individual skill of journalism, we will also be looking into the aforementioned characteristics.

However, political leaning does not equate to being biased in your papers. It simply means that you may need to *select* what you write, or what you do not write. Remember, all political leaning is valid so long as it is not extreme, and as journalists, extreme is the last thing you need to be.

This is where we recommend you work on your own research in order to look into the ways your own news agencies write and cover issues.

PRESS CONFERENCE

There is a huge misconception in MUN where the responsibility of *organising* a press conference is the responsibility of the IPC journalists. When really it isn't. Let's say we are speaking in the context of MUN councils, by right, the councils themselves should be the one organising said press conference for the purposes of;

- Making a public announcement
- Ensure media consistency
- Answer questions the public may have (via journalists)

However, we will still be writing about how a press conference is organised and how it works for your personal knowledge, as this can be VERY helpful for you should you find yourself in another MUN conference where IPC is not very well established yet.

For the current purposes, since IPC may/may not play too huge of a role within councils, the Editorial Board will be organising the press conference for the journalists. As journalists, you will still be graded upon the type of engagement and insight you can extract from delegates, or even, chairs.

For ease of explanation, we will be using the OceanGate Titanic case as an example of our press conference.

ORGANISING A PRESS CONFERENCE

So the OceanGate submarine imploded within itself and many people are grieving the losses - even though it's only five people, that is still a great loss. Surely everyone has many questions and before the press agencies can run around with whatever stories or assumptions they may have, the public relations officer of OceanGate **must** get a press conference to prevent any accidental spread of fake news, as if the memes were not enough.

So what now? Let's go step-by-step by different timing.

Before the Press Conference

1. Confirm what message you want to send to the public
2. Schedule a time and a date
3. Pick a venue for the press conference
4. Select and train participants that will be helping out during the press conference
 - a. This includes admins that will be ushering people in, security guards, etc



- b. Do a dress rehearsal to ensure everyone will be prepared on the day
5. Contact the media agencies you want to invite
 - a. This is where you prepare and send them a press release of the press conference
6. Follow-up with all media agencies you have contacted
7. Develop a Press Kit
 - a. A transcript of the CEO's Speech
 - b. A Press Release
 - c. More related background information
 - i. Logos, colour scheme, other media kit items
8. Prepare the press conference room
 - a. IMPORTANT THINGS TO HAVE
 - i. Sign-in pads for guests; separate sign-in pads for media representatives
 - ii. Check the location for faulty electricity or lights
 - iii. Proper and assigned seat arrangements for both guests and press

Day of the Press Conference

This will be a very hectic day for you, as a PR representative of the company. So here are the things to ensure

1. Ensure emcee has their script for the event
2. Ensure the media representatives have signed on the pad (make sure to double check this)
 - a. If media has already signed in, give them the Press Kit for their publishing purposes
3. Ensure everyone is in the right seats

And of course, make sure you start the conference on time.

After the Press Conference

Great work lads, but your job isn't done yet. Here are things to do as a PR representative;

1. Follow-up with the media agencies who attended the press conference
 - a. This is to check in on them as to whether they have published or written about your press conference yet
 - b. Maybe give them a day for this (or about 3~4 hours in MUN conference time)
2. To the agencies that did not attend the press conference, despite already promising to send a representative, send them a Press Kit anyway
 - a. This allows them to still publish something despite their absence.



This sounds like a lot. Because it is. Don't worry, as IPC journalists, this is important knowledge but you will not be required to do any of these because you are not a council's PR representative. You are a journalist.

That said, for the purposes of GMUN, press releases will only be necessary *before* the conference (as a form of your position paper), and for any upcoming press conferences.



PRE-CONFERENCE PRESS RELEASE

Instead of *position papers*, IPC journalists will be doing a pre-conference press release. If you are not sure about what a press release is, feel free to scroll back up into the **Press Release** section. Otherwise, online resources can help you just fine.

Your press release will be in accordance to the following format;

Font: Serif of your choice, 12pt

Alignment: Justified

Length: **ONE** page

Should you require references, kindly list them in **APA** in a separate page. You are allowed to use **bold**, underlined, or *italics* as per your preferences if necessary. You are also allowed to add headings or footings if deemed necessary to your liking.

Submission of Pre-conference Press Release will be due on the **6th of July, 2023, at 11.59pm**. Unfortunately this is a strict deadline so the Google form will be closed by the minute. Failure to submit a pre-conference press release will result in **disqualification** from any awards.

Plagiarism

This is Dee writing. Plagiarism isn't cool. It's lazy and it's so unoriginal. You're smarter than this. That being said, obviously we're not all geniuses and we often need inspiration. You are allowed to have a maximum plagiarism percentage of **10%**. Should you have more than that, kindly **email us a screenshot** of your results. For consistency's sake, we request **all journalists** to use [Grammarly's Plagiarism Checker](#).

ChatGPT

This is also Dee writing. ChatGPT is a wonderful AI full of many possibilities. So while we recommend the use of ChatGPT for purposes of templates, inspirations, or for relationship advice, I personally **condemn** the use of ChatGPT to make your pre-conference press release, or worse, your news articles, for you - and you **will be disqualified** from any awards in the conference.

This applies to other AIs as well, such as Bard, or Aria (if you're an Opera user). Trust me, I would know, I am still a student too.



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Beyond Borders: Bridging the Divide

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