



News Labs

Modular Journalism

September 2023
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CPS

Static CMS

**How we've been
authoring for 25 years**

BBC

Optimo

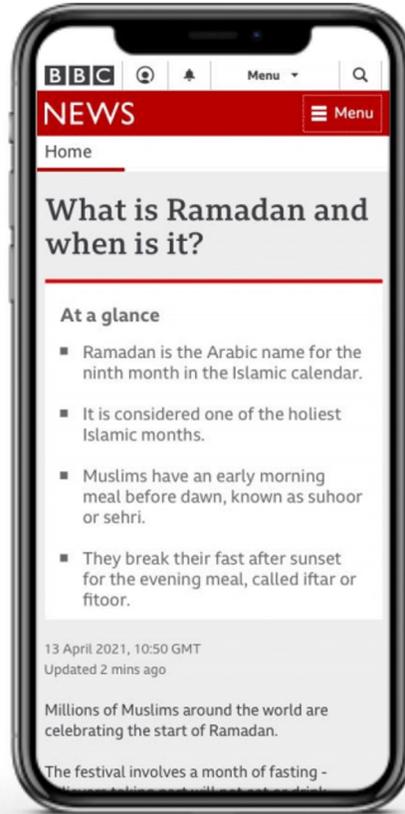
Modular CMS

**So that we can adapt to,
evolve and exceed our
audience's expectations**

Enables different formats for different audiences



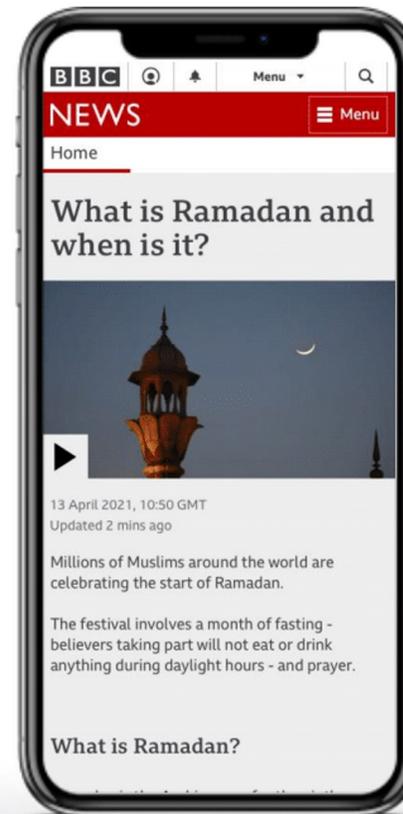
Text



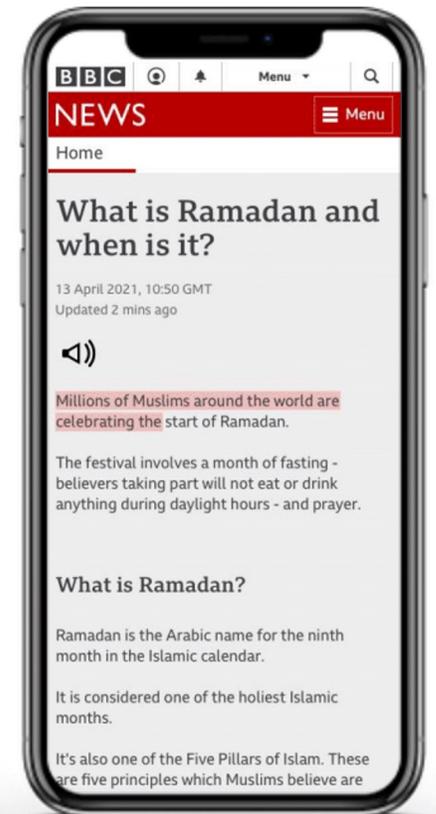
Gist



Storyboard



Video



Audio

Supports experimentation and innovation for authoring

Readability Scores

The screenshot shows the 'Readability Scores' tool interface. The main text area contains the article snippet: "UK to be one of worst performing economies this year, predicts IMF". To the right, a sidebar displays readability metrics: "Overall Score" (66%), "Total Flesch Score" (66%), "Average Word Count" (19), and "Average sentence length" (19). Below these are sections for "Cliches" (Found 0 cliches) and "Sentence Complexity" (Found 3 sentences with 3 or more relatives).

Style Guide Checker

The screenshot shows the 'Style Guide Checker' tool interface. It highlights the word "performing" in the article snippet. A sidebar on the right lists style rules: "Warning: performing" (Plain English, Alternatives: doing | acting), "Warning: biggest" (Do not use "biggest", "alled", etc. unless you are absolutely sure it is true), "Warning: also", and "Punctuation: -".

Headline Reversions

The screenshot shows the 'Headline Reversions' tool interface. It displays the article snippet and a sidebar with social sharing options (Media, Image, Social, Links, Byline, Embed). Below the text, there are sections for "Warning: performing", "Warning: biggest", "Warning: also", and "Punctuation: -".

Audience insights

The screenshot shows the 'Audience Insights' tool interface. It features a sidebar with "Headline helper" (This will help autogenerate headline and sub headline examples for inspiration), "Headlines" (Beyoncé fans flock to Cardiff for Renaissance Tour, Cardiff ready for Beyoncé's Renaissance tour, Cardiff gears up for Beyoncé's world tour, Beyoncé mania hits Cardiff as fans travel from around the world), and "SEO Headlines" (Beyoncé's Renaissance Tour hits Cardiff's Principality Stadium, Beyoncé Renaissance Tour: 60,000 Fans Gather in Cardiff, Beyoncé Kicks Off UK Leg of Renaissance Tour in Cardiff, 60,000 Fans Expected at).

This tool is here to help the authoring of the story, in order to meet the audience needs. This tool uses insights from Google and Social trends, combined with insights from audience research.

Update Insights

Fetching insights...

A 'scaffold' for meet the needs of audiences in new ways?

The screenshot shows the top of a mobile news app. At the top is the BBC logo and navigation icons. Below is a red header with the word 'NEWS' and a 'Menu' button. A sub-header contains 'Business | Your Money | Market Data | Campaign'. The main headline reads 'What is a recession and how could it affect people in Rhondda Cynon Taf?' with a timestamp '57mins ago'. A red box highlights 'Cost of living'. Below is an image of a person standing in front of a row of red metal shutters. A caption below the image reads: 'The UK economy is slowing but not yet in a recession, according to the Office for National Statistics (ONS).'

Headline & Image

This screenshot shows a section titled 'In Rhondda Cynon Taf'. It features three red boxes with white text: '31.6% of children live in poverty', 'Local food banks gave out nearly 13,500 food parcels out last year', and '3.4% of people aged 16-64 were unemployed last year'. Below this is a 'Get help' section with text explaining the recession's impact and a list of actions: 'Support from your local council', 'Discover what benefits you're owed with Citizen's Advice', and 'Get a food bank referral in your area'. A 'Get involved' section follows with the text 'There are ways to get involved if you can,'.

Contextual data

This screenshot shows a 'Get help' section with text about the recession's impact on bills and families. It lists 'Where to start:' with three actions: 'Support from your local council', 'Discover what benefits you're owed with Citizen's Advice', and 'Get a food bank referral in your area'. Below is a 'Get involved' section with text about volunteering and community projects, followed by 'Here's where you can find out more:' with two actions: 'GOV.UK: Local Volunteering' and 'Support your local food bank'.

Contextual actions

This screenshot shows a 'Discover what benefits you're owed with Citizen's Advice' section with the action 'Get a food bank referral in your area'. It includes a disclaimer: 'The BBC is not responsible for the content of external sites.' Below is a 'Get involved' section with text about volunteering and community projects, followed by 'Here's where you can find out more:' with three actions: 'GOV.UK: Local Volunteering', 'Support your local food bank', and 'What are your local representatives doing? Contact your MP'. A 'What is happening around the world?' section follows with text about global economic challenges and a reference to the 'Gloomy and more uncertain' report, and a final note: 'It highlights downturns in China and Russia,'.

Local to global actions

“How might we tell *different* stories, in *different* ways to meet the information needs of people and communities who don’t currently see or get a value from journalism.”

News for All Programme
Launching 18th October

media
cymru