

## The Competition: Keeping your copy fresh

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**Know what the competition is covering.** Pay attention to what your competitors are airing, printing and reporting. Make sure you have it.

**Report.** "We just have to report the hell out of it," said L. Kelly, crime & courts team leader at the Wichita Eagle. "That's something we can do that television can't do... We try to go behind it, and try to find the news behind the news."

**Know your beat better than the competition.** Know as much as you can about the background, geography and the situations of the places and communities in which you're going to work. "It's important to get to know your town, because physically you have to be able to get around town in a hurry," said David Ovalle, police reporter at The Miami Herald. "Tour with a veteran reporter, and you'll need a map, too."

**Differentiate your stories.** "We're going to go for the interview that nobody else got," Ovalle said. "For the stories that aren't competitive that everyone else doesn't get, we get it because we go deeper into the court documents."