

Covering Fashion for a News Agency

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Wait, what exactly is a news agency?

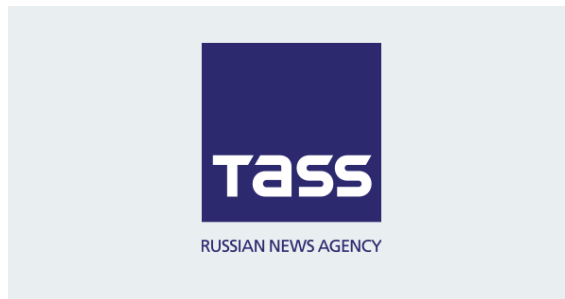
You probably know the names of at least a few of them...



Bloomberg



AP dpa ● ● ●



新华社
XINHUA NEWS AGENCY

- Many news agencies are government-sponsored companies aimed at providing national news to domestic newspapers, radio and television stations, as well as to media abroad.
- AFP is the French news agency; Tass is the Russian; Xinhua is the Chinese; NotiMex is the Mexican; Fars is the Iranian agency, etc.

- Others are privately-owned companies, now generally focusing on financial news, as there are deep-pocketed clients (banks, etc.) which pay big bucks for up-to-the-minute business news.
- Bloomberg, which was founded by former New York Mayor and billionaire Michael Bloomberg is one example.
- Reuters, the British agency which was bought by the Canadian company Thomson in 2008, is another.

The Associated Press

- The AP is in a club of its own.
- It's neither state-owned nor privately run.
- The AP is a non-for-profit cooperative, owned by many of the same newspapers it serves.
- The AP was founded in 1846, during the Mexican-American War, by a group of five New York papers that decided to pool their resources to send correspondents to cover the conflict.

- The AP has offices in more than 100 countries
- As well as the statehouses of all 50 US states.
- The company claims that at least half of the world's population sees AP content – news stories, photos or video every single day.
- That may be correct, as newspapers, radios and TV stations around the world rely heavily on AP content.

How do they use AP content?

- News media pay annual SUBSCRIPTIONS that allow them to use AP stories and images.
- That means newspapers can stick the stories directly onto their pages (you typically see that in smaller papers, like the Daily Camera).
- Or papers draw from AP stories and those of other agencies and sources in their own stories (this often happens with bigger papers such as the New York Times, which rarely gives non-Times reporters bylines.)

AP Images

- Many, many of the still images you see in newspapers around the world are AP images. (As the financial situations of many news outlets gets worse, some papers cut their text subscriptions and only keep a subscription to AP's photo service.)
- 24-hour TV news channels like CNN have traditionally relied heavily on footage by APTN, AP's Television News service.

So if you:

- Open a newspaper
- Turn on the TV
- Listen to the radio
- Scroll through social media feed

chances are that you probably are indeed consuming news gathered by the AP...

Working for the AP

- I started as an intern at the AP's Paris bureau in 2005
- That summer, I covered the state visit of Brazilian President Lula da Silva
- I scored a one-on-one interview with the President of El Salvador
- And I wrote a feature story about *les non-partants*, the rare French people who don't go on summer holiday

But my big hit was the saga of Paris' last wig making shop

In France, the art of wig making is dying out

By JENNY BARCHFIELD APRIL 20, 2006

PARIS — In a sun-filled apartment in the historic Marais district of Paris, Marie-Therese Lebeau and her four assistants are busy at work, their hands bobbing up and down at a dizzying pace as they use crochet needles to knot single hairs onto model wooden heads.

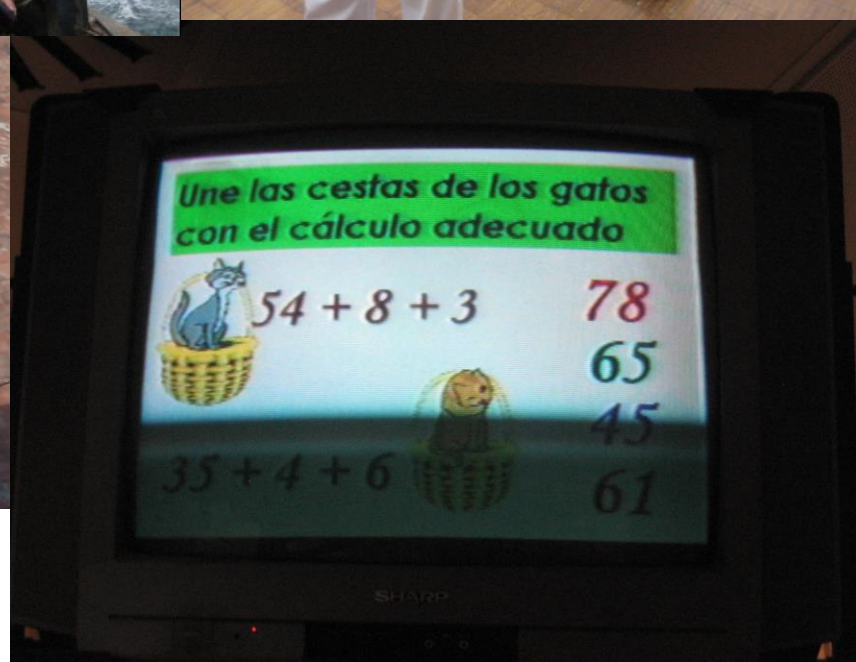
From the master wig maker's atelier emerge meringue-like powdered perukes like those once worn by royalty, droopy whiskers for movie-stars like Gérard Depardieu and glamorous screen siren coiffures.

The painstaking work has taken a toll on Lebeau's eyesight and she would like to retire soon - but she has not yet found a successor to keep alive her craft. Once among the country's most respected and powerful artisans, France's wig makers have been in steady decline since the 19th century, and are now on the brink of extinction.

I guess the wig story impressed them because they hired me...

Over my years as a Paris correspondent, I covered **elections** (fun), **business** news (like pulling teeth – I have a problem keeping straight millions and billions), **terrorist** situations, **plane crashes** (both horrible), Ponzi **schemes**, the **Eiffel Tower** from every possible angle, France's endangered cheeses, **Papal visits**, the **Tour de France**, the **trials** of Manuel Noriega and fashion designer John Galliano (I LOVE the human drama of a trial. It's like something out of Balzac).

I've also been sent on assignment to countries including Cuba, Mexico, Thailand, Burma, Spain, India...





And covered the Cannes Film Festival
(the best gig EVER)



I weaseled my way into covering Paris fashion shows (EXHAUSTING)



Paris Fashion Week

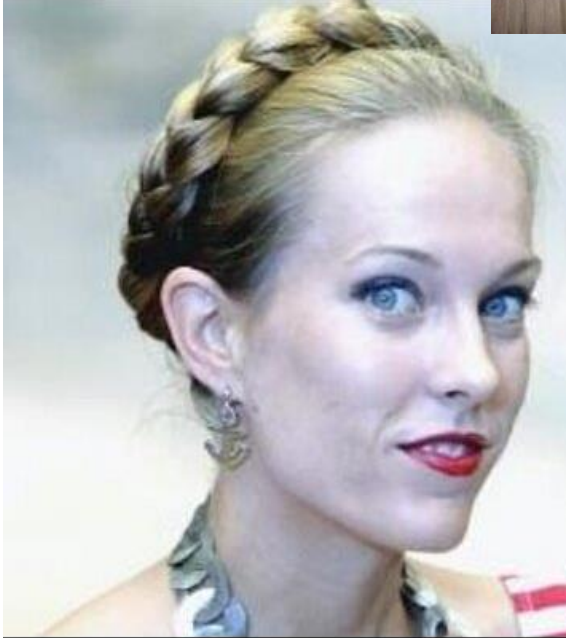
- Happens six times a year
 - Prêt-à-porter: Women's ready to wear, Fall/Winter and Spring/Summer collections
 - Haute couture: Women's made-to-measure, Fall/Winter and Spring/Summer
 - Menswear: Fall/Winter and Spring/Summer

The schedule is brutal, with upward of a dozen shows a day, scattered all across the city

	mardi 28 fév.	mercredi 01 mars	jeudi 02 mars	vendredi 03 mars	samedi 04 mars	dimanche 05 mars	lundi 06 mars	mardi 07 mars
9h30		COURRÈGES		LOEWE	JUNYA WATANABE			
10h00			CHLOÉ			MAISON MARGIELA KAYROUZ	STELLA MCCARTNEY	
10h30				UMA WANG	HAIDER ACKERMANN			CHANEL
11h00	PASKAL	MAISON MARGIELA	ATLEIN				SACAI	
11h30				VANESSA SEWARD	VÉRONIQUE LEROY	BALENCIAGA		AGNÈS B.
12h00	PAULE KA	LANVIN	MANISH ARORA				LEONARD PARIS	
12h30				ISSEY MIYAKE	MUGLER			MONCLER GAMME ROUGE
13h00	LISELORE FROWIJN	NEHERA	ANN DEMEULEMEESTER			CÉLINE		
13h30				CHRISTIAN WIJNANTS			GIAMBATTISTA VALLI	ELLERY
14h00	JOUR/NE	ANNE SOFIE MADSEN	PACO RABANNE		ACNE STUDIOS			
14h30				CHRISTIAN DIOR			VERONIQUE BRANQUINHO	MIU MIU
15h00	AALTO	DRIES VAN NOTEN	BALMAIN		ELIE SAAB	VALENTINO		
15h30				EACH X OTHER			VALENTIN YUDASHKIN	JUNKO SHIMADA
16h00	OLIVIER THEYSKENS	GUY LAROCHE	ALEXIS MABILLE		VIVIENNE WESTWOOD	AKRIS		
16h30				UNDERCOVER			HERMÈS	MOON YOUNG HEE
17h00	ANREALAGE	ROCHAS			COMME DES GARÇONS	MASHA MA		
17h30				ANDREW GN				SHIATZY CHEN
18h00	KOCHÉ	WANDA NYLON	RICK OWENS		NINA RICCI	JOHN GALLIANO	A.P.C.	
18h30				LUTZ HUELLE				LOUIS VUITTON

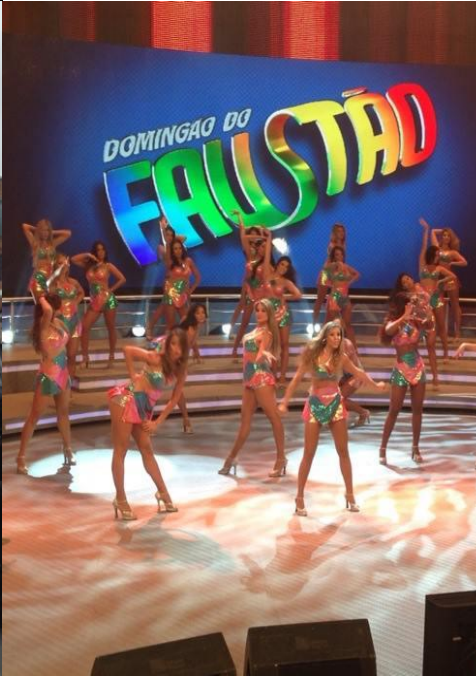
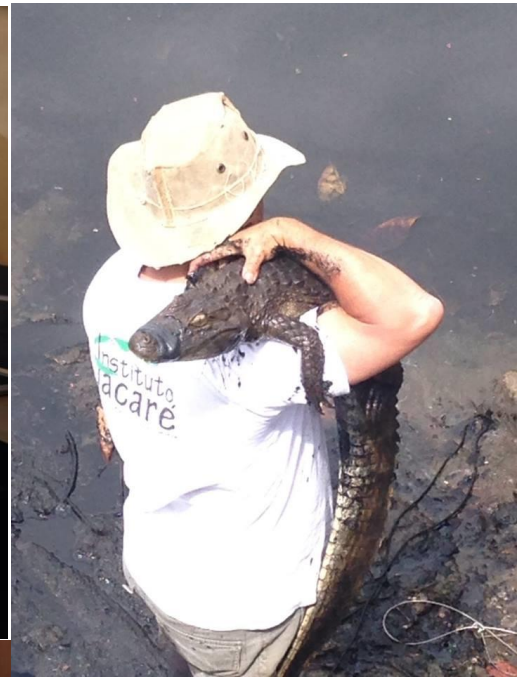
Because readers of a news agency are general interest –and not specialty- readers, and because fashion is generally exciting to look about but boring to read about:

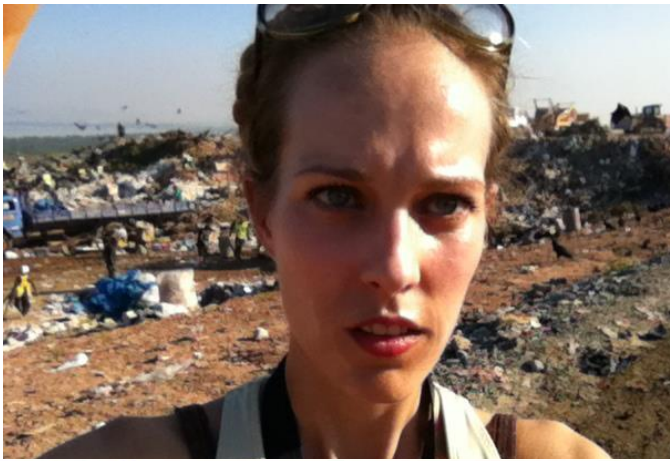
- I tried to capture in my copy the EXPERIENCE of being at a show,
- conveying the weirdness of this little, inward-gazing, self-satisfied world
- and focusing less on endless descriptions of the actual clothes themselves.



In 2012, I was named Rio de Janeiro correspondent.

There, I covered everything from **massive street protests** to **urban alligators** to **Carnaval** to the **impeachment** of President Dilma Rousseff to a **GIANT corruption scandal** to the **police takeovers of slums** to the **price of tomatoes** to what a **drought** meant to Brazilian hygiene habits to the closure of South America's **largest landfills**.

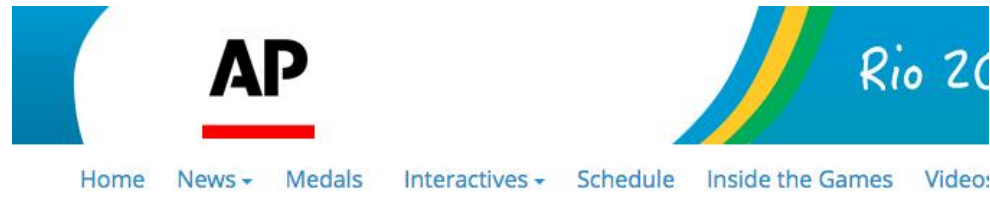




But one of my favorite stories was one about one of Brazil's handful of **nudist beaches**.



But my biggest claim to fame, and what won me the Scripps Fellowship here at CU was my series on **Rio's human sewage pollution:**



AP Investigation: Filthy Rio water a threat at 2016 Olympics

By BRAD BROOKS and JENNY BARCHFIELD — Jul. 30, 2015 12:26 PM EDT

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QUESTIONS?