

Beat Reporting

Communications & Media

Covering one area long enough to notice what is missing.

Building a beat.

Build

Map who decides what, and when

Read the agendas and minutes weekly

Meet sources before you need them

Track the routine data releases

Keep a running list of open questions

Guard against

Adopting the sector's own language

Trading tough coverage for access

Only hearing from official voices

Missing slow change on a busy beat

Capture is the occupational risk of a beat. If your sources are consistently pleased with you, check who is missing from the story.