When we embarked on this book, we emailed hundreds of people working in the media asking for their tips, memories and warnings about life as a reporter. The response was overwhelming, and we have included as many contributions as possible. You will see them, and quotes from other sources, in this spot on the righthand pages throughout the book. They have been linked where possible to the content of the main text.

Our thanks to all who responded. We hope those whose offerings are missing, because they duplicated others or were reluctantly spiked for lack of space, will forgive us and enjoy the ones that made it.
This spot on the lefthand pages has been given over to practical tips relating to the accompanying text. The first, which will be echoed by many of those whose names appear in the acknowledgements, is simple:

Never volunteer.

ease and assurance. This book attempts to reflect that demand, recognising that its readers are equally likely to work for newspapers, magazines, websites, radio or television — or for any combination of these simultaneously.

Some things, however, remain unchanged. Whatever the medium, there are core values common to all. Every reporter still needs the ability to recognise news, to gather information, to communicate with people, to produce accurate, balanced and attractive stories. These fundamental attributes are what this book is all about.