

MJMC:2

Paper:14:Media management

Topic:News Agencies

Prepared by prof.dpsingh

A news agency is an organization which collects or gathers news and supplies it to different newspapers, magazines, radio stations and television stations subscribing to its service.

A news agency office is always buzzing with activity,since it has to serve not only the print media within the country, but also transmit news to All India Radio and Doordarshan.It also supplies news to newspapers and other agencies all over the world.

Thus,the news agency works round the clock as there may be some newspapers somewhere in the world going to the press or some radio or TV bulletin about to go on air. The news agency works in a completely different fashion.