Fransition/Quote Formula for News

The most interesting and important information. Include most of the 5Ws & H. In news, focus on what's newest or what's coming up. In news and features, try to hook your readers to keep reading.

transition or set-up to the first quote. ADDITIONAL INFORMATION: Important information not found in the lead. Provides a

TRANSITION:

Next important fact or additional information, linking the quote above to the next. Use transition words to help the story flow. Transitions can be a fact, an indirect quote or a partial quote. Make sure you attribute all infol DIRECT QUOTE:
Connects to the additional information, or sometimes follows directly out of the lead. Use more than one sentence attribute after the first sentence of the quote.

Linked

DIRECT QUOTE:
Connects to the first transition. Use more than one sentence. Attribute after the first sentence of the quote. Do not repeat the transition in the quote! The quote should elaborate on the transition, providing opinion, emotion or details.

TRANSITION:

Next important fact or additional information, linking the quote above to the next. Use transition words to help the story flow. Transitions can be a fact, an indirect quote or a partial quote. Make sure you attribute all infol

Linked

DIRECT QUOTE:
Connects to the second transition. Use more than one sentence. Do not repeat the transition in the quote! The quote should elaborate on the transition, providing opinion, emotion or details.

and so on, until the story is done

NOTES:

new paragraph. Each box is a

important informa important to least flow from most 2) Story should

Use quotes to add opinion, emo-tion and details.

to add facts and details. Use transitions

Inverted Pyramid

The basic news structure

about ENDINGS: IMPORTANT NOTE

Avoid summarizing the story in your own words. Save a quote

This is called a "kicker quote."

The most important facts, summarizing the story. Usually beginning with what, who or why. The next paragraph adds more background or details, including any of the five W's or H that were not in the lead. The Lead

The next paragraph adds more facts and details, sometimes including a quote from someone involved in the event.

what happened and how it happened. Add more details and background of More details and quote. and background. More details not your own kicker quote, End with a summary.

basics of what

quickly and

easily

happened

Disadvantages:

details with facts and bogged down discourage you repetitive It can get creative lead. from a more It might It can get

understand the letting readers It condenses information Advantage: efficiently,