

Transition/Quote Formula for News (LQTO)

LEAD:
The most interesting and important information. Include most of the SWS & 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.

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

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.

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 info!

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 info!

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:

- 1) Each box is a new paragraph.
- 2) Story should flow from most important to least important information.
- 3) Use quotes to add opinion, emotion and details.
- 4) Use transitions to add facts and details.

IMPORTANT NOTE

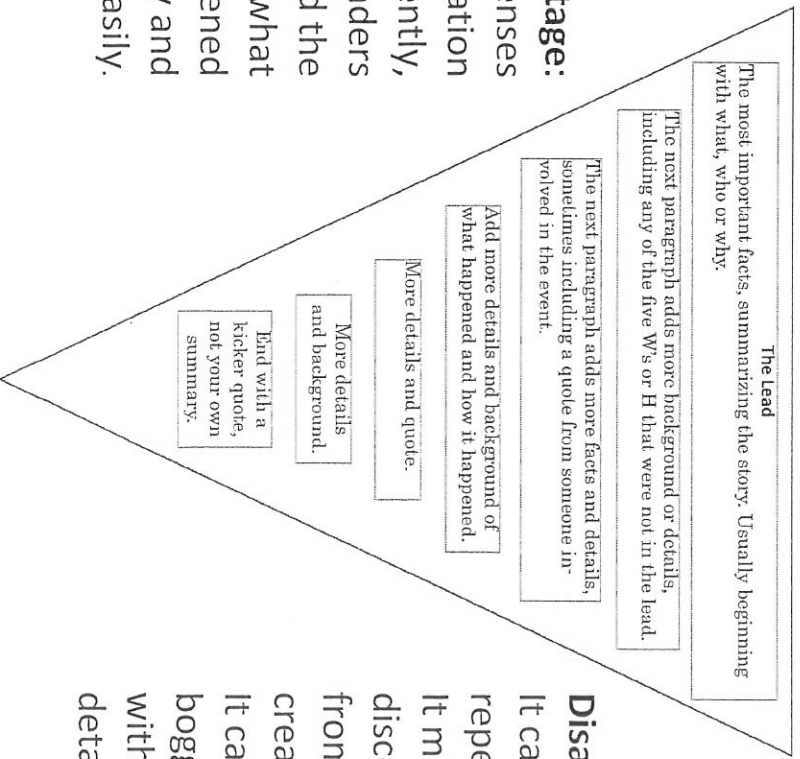
*Avoid summarizing the story in your own words. Save a quote to end with!
This is called a "kicker quote."*

Advantage:

It condenses information efficiently, letting readers understand the basics of what happened quickly and easily.

Inverted Pyramid

The basic news structure



Disadvantages:

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