

WRITE A GREAT NEWS STORY IN 4 EASY STEPS

1 YOUR HEADLINE

- This is your first impression for readers
- Describe what your story is telling
- Use active voice to engage your audience
- Ideal length is **7-10** words or **55** characters

Example:

'The Rambler' recognized at TIPA awards ceremony

CMS Tip: Your section name, content name and content title should all be the same.

2 YOUR LEAD SENTENCE

- Your most important information goes here
- Give details related to your headline (i.e. who/what/when/where/why/how).
- Ideal length is less than **40** words.

Example:

The Rambler and staff received 19 awards for journalistic excellence at the 2014 Texas Intercollegiate Press Association's three-day convention.

3 IMPORTANT DETAILS

- What else is important about the story?
- Elaborate on the information in your lede.
- Paragraphs should be no more than **1-2** sentences each.

Example:

The 106th annual convention was held in San Antonio at El Tropicano Riverwalk Hotel, and hosted 47 colleges and universities.

At the convention, students had the opportunity to participate in 22 live contests, more than 30 workshops and a one-on-one critique from a media professional.

4 BACKGROUND INFORMATION/ CONCLUSION

- Is there anything else your audience needs to know?
- Does your story have any **"what's next"** information?

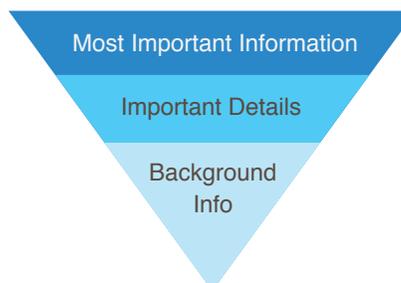
Example:

Advised by Texas Wesleyan's Dr. Kay Colley (faculty media liaison) and Bo Carter (student media adviser), *The Rambler* continues to strive for excellence while serving students, faculty and staff with quality print, online and televised news, events and entertainment.

(A list of awards was included here as well.)

? WHEN IN DOUBT...

Use the inverted pyramid. Whether your story is 50 words or 250 words, if you organize your information this way, you'll end up with a good finished product.



Still Need Help?

Our in-house professional writer has you covered. Email Elaine at esharpe@txwes.edu if you have any questions.