

- 1  Structure & Leads
  - J202: Week 2
- 2  Critical think of the week
- 3  Let's review
  - audience
  - goals
  - communication values
    - timeliness
    - impact
    - novelty
    - conflict
    - proximity
    - prominence
    - human interest/humor/suspense
- 4  How does media writing differ?
  - audience
  - goals
  - other factors:
    - deadlines
    - sources
    - credibility
    - accountability
    - visibility
    - subject vs. theme
- 5  Structure of media writing
  - inverted pyramid
    - “tell me the news”
  - narrative
    - “tell me the story”
- 6  Structure of media writing
  - inverted-pyramid
    - most-important info 1st
    - importance descends

- simple, concise words
- clear, precise words
- active verbs
- short sentences
- short paragraphs
- common in: hard news, breaking broadcast, press releases, newsletter stories, executive summaries

## 7 Structure of media

### writing

- narrative
  - most-intriguing info 1st
  - see story as a whole
  - thread throughout
  - ending to “wrap”
  - simple, concise words
  - clear, precise words
  - active verbs
  - varied sentence, paragraph length
  - common in: features, broadcast packages, speeches, direct mail

## 8 Structure of media

### writing

## 9 What does a lead do?

- inform vs. intrigue
- engage audience
- set tone
- arouse interest
- subject vs. theme

## 10 Leads and structure

- straight leads
  - “tell me the news”
  - 5 Ws, 1 H
  - inverted pyramid stories
- feature leads
  - “tell me the story”
  - storytelling
  - narrative pieces

## 11 Straight leads

- summary lead
  - summarizes 5 Ws and H in about 30 words
  - hits most important idea
  - common in: breaking news, press releases
  - b'cast reader, cue-in

## 12 Straight leads

- blind lead
  - summarizes
  - leaves confusing detail to second graf
  - common in: 2nd-day news, new product pitches
- wrap lead
  - combines several items
  - equal weight to show commonality
  - common in: disaster stories, event publicity

## 13 Treasure hunt

## 14 Feature leads

- anecdotal lead
  - beginning/middle/end
  - illustrates central theme
- character lead
  - launches into action
  - puts characters into a scene

## 15 Feature lead

- scene-setter lead
  - opens with visual description
  - sets stage for characters, action

## 16 Feature leads

- significant detail lead
  - single detail to illustrate theme
- word play lead
  - lighthearted for less-serious stories
- single-instance or emblem lead
  - one example to illustrate larger theme

## 17 Transition from lead

- straight leads
  - next fact in logical structure

- feature leads

- nut graf

- who cares?

## 18 Leads to avoid

- question leads

- seldom summarize accurately

- better in ads

- quote leads

- summary quotes are rare

- topic leads

- what took place, not what happened

- buried leads

- fail to put the best facts first

## 19 Leads to avoid

- verbose leads

- excessive wordplay

- a lot of alliteration

- they say/cliche

- well-worn devices

## 20 Sum it up

- budget protests in Madison

- news

- national TV crawl

- mobile alerts

- local print/online

- TV or radio

- wire breaking story

- local follow-up

- local feature

## 21 Sum it up

- strat comm

- police press release

- statement from governor

- executive summary of research report from teacher's union

- story on disabled children for advocacy newsletter

- crisis communication plan for state police

## 22 Structure & Leads

•J202: Week 2