

# 1 Elements & Structure

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- J202: Week 3

# 2 Common elements

- communication values
- story process
- research/evidence
- specific angle
  - 3-word story
- effective lead
  - a.k.a. creative concept, ad hed, cue in
  - straight leads vs. feature leads
  - subject vs. theme

# 3 Common elements

- strong writing
  - clarity
  - concision
  - flow
  - active
  - descriptive
  - simple
  - precise

# 4 When types differ

- audience needs and expectations
- communicator's goals
- strengths/weaknesses of medium

# 5 Medium strengths

- text: narrative, complexity, involvement
- graphics: simplify complexity, show relationships
- still image: detail, frozen action, emotion
- audio: put in scene, first person
- slideshow: frozen, personalize through audio
- video: motion, emotion, character
- social media: amplification, personality, brand, immediacy

# 6 Short-form structures

- inverted pyramid
- straight lead
- emphasis on facts and information
- reverse chronologies
- logical sequence of information
- objective copy, subjective quotes

# 7 Breaking news text

- straight lead
- newest first
- sources
- attribution
- quotes
- transitions

# 8 Sidebar text

- related info
- straight or feature lead
- sources
- attribution
- quotes
- transition

## 9 Alternative story forms

- digests of info
- highlights
- Q&A
- timeline
- graph
- how-to

## 10 Interpretive text

- feature lead
- opinion
- evidence
- attribution
- quotes as support
- quotability
- voice

## 11 Memos and summaries

- summary lead
- evidence
- bulleted structure
- contrary arguments
- details of execution
- reiterating conclusion

## 12 Press release text

- date, contact info, hed
- usually summary lead
- back-up quote
- benefit statement
- background
- action statement
- clarity
- info management

## 13 Newsletter text

- straight or feature lead
- segmented audience
- sources
- attribution
- quotes
- description
- transition

## 14 Radio news

- summary lead (cue-in)
- present tense

- less formal, more personal
- NATSOT v. SOT v. VO
- intro-bite-bridge-bite-end
- sources
- attribution

## 15 TV news

- variety of leads
- present tense
- less formal, more personal
- sound
- tied to shots
  - wide/medium/tight
  - b-roll
- intro-bite-bridge-bite-end
- sources
- attribution

## 16 Online or blog posts

- straight or feature lead
- present tense
- sources
- attribution
- conversational
- branded
- segmented
- links
- SEO
- going viral

## 17 Elements & Structure 1

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