News Writing

“Journalism is printing what someone else does not want printed: everything else is public relations.” - George Orwell

Nut Graf Format

**Lede**
Transition

**Significant Details**
Quote

**General Background Information**
Quote or Call to Action

Inverted Pyramid

Most Newsworthy Information

Significant Details

General Background Info

Angles:

**Do**
- Remain under one sentence
- Keep ledes within 20 to 30 words
- Answer who, what, when and where *

**Don’t**
- Overload with details
- Begin with a time, date, place or quote
- Use empty expressions, cliches or generalities
- “Bury the Lede”

*Why and how are excluded because they can appear speculative or less objective

Newswriting ABCs
Accuracy, Brevity + Clarity

For more information, read chapter 14 of *Working With Words* (Brooks, Pinson & Wilson, 2013).
Content collected and designed by Emily Linginfelter (Xavier, ’17) on March 5, 2017.