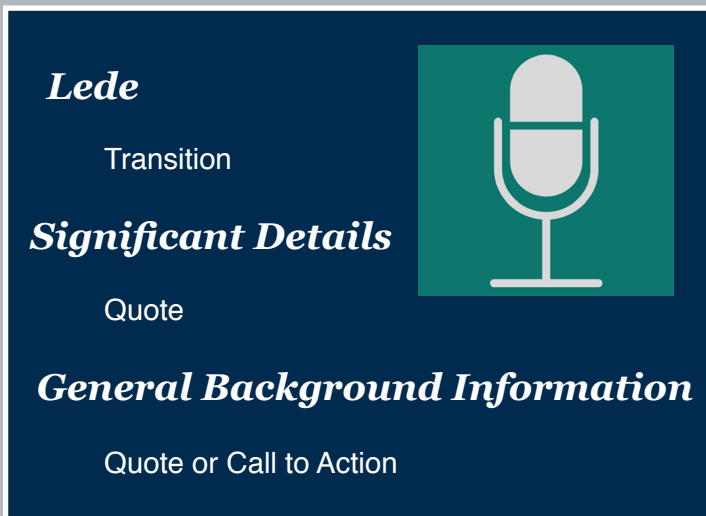# News Writing

> "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:

RELEVANCE
IMPACT
PROXIMITY
TIMELESSNESS

PROMINENCE
NOVELTY
CONFLICT
HUMAN INTEREST

Ledes

Do	Don't
● Remain under one sentence	● Overload with details
● Keep ledes within 20 to 30 words	● Begin with a time, date, place or quote
● Answer who, what, when and where *	● Use empty expressions, cliches or generalitites
	● "Bury the Lede"

*Why and how are excluded because they can appear speculative or less objective
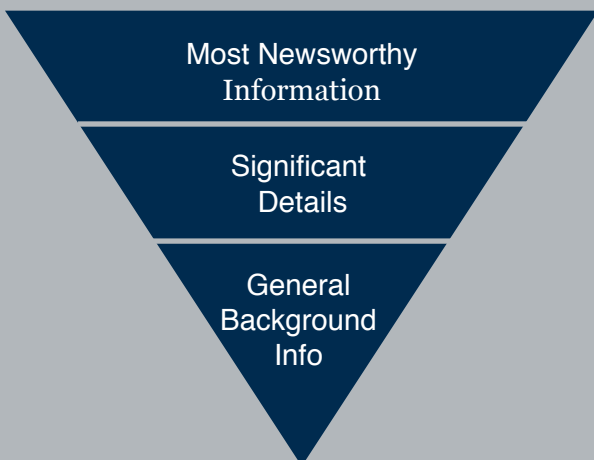
Newswriting ABCs
Accuracy, Brevity + Clarity