

## ANATOMY OF A NEWS STORY

### **The Headline**

A headline tells the reader what the story is about. A headline should be written as if it were a sentence *very briefly* summarizing the content of a story. Do not capitalize each word and do not punctuate with a period

### **The Lead**

The lead, or first paragraph is the most important part of a news story. It should contain the most vital information in the story. Leads usually answer who, what, when, where, why and how questions. The lead is an important attention-getter, using striking statements, quotations, questions and other noticeable lures to catch interest in readers. A lead should be about one or two sentences in length.

### **The Body**

The lead should be supported with backup information in the body. Backup information should contain statements or quoted that explain the key point. What impact does the news have on readers? Where did the information come from? What is the background behind the story? These questions should be answered in the body.

### **The Ending**

End with a plan for future action, a statement or quote that summarizes, but doesn't repeat previous information. End when there is no more news to reveal.