

WHAT'S FIT TO PRINT:

Content Writing for Journalism

1) “Breaking News” vs. “Feature News”

2) The Inverted Pyramid

3) Parts of a News Article

- *What is the difference between “breaking news” journalism and “feature news” journalism?*
- *What strategies could we use to read and write articles more effectively?*

**Please re-staple your packet, put your name on it,
and place it in the center of your pod**

BREAKING NEWS

- ✦ **Up-to-the-minute news;**
once known as “hard” news
- ✦ Can be local, national, or international
- ✦ “Hard” news provides **information about something happening right now**
- ✦ Usually about politics, war, economics, corruption or crime



FEATURES



- ✦ Once known as “Soft” news; AKA a “Profile Piece” or “Human Interest”
- ✦ Can ALSO be local, national, or international
- ✦ Feature news is meant to provide background information OR entertainment
- ✦ Usually about one person, event, place, or trend

Hard News

Features

- * **Up-to-the-minute**

- * **Informational**

- * **Politics or
Economics**

- * *Makes you upset,
concerned, want
to take action*

- * **Current**
(but not immediate)

- * **Entertaining**

- * **Arts and Lifestyle**

- * **Makes you LOL or
say “awww”**



BREAKING NEWS?
FEATURE NEWS?

Let's review these headlines from today's news!



BREAKING? FEATURE?



L.A. NOW 8:50 AM

Faced with a chance for radical change, L.A. voters choose to stay the course

By **Dakota Smith, Matt Stevens, Ben Poston and Doug Smith**

Los Angeles voters offered a strong endorsement Tuesday to policies that have brought denser development and a more urbanized lifestyle to a city once famous for its tracts of tidy single-family homes. Mayor Eric Garcetti, who has championed greater development in Hollywood, downtown and other...

BREAKING

BREAKING? FEATURE?



CALIFORNIA 3:00 AM

Build a wall? Trump should talk to the man who spent 25 years fixing it

By **Steve Lopez**

Fence builders began submitting design ideas for President Trump's promised "big, beautiful wall" this week, so I drove to the border Monday to meet with an expert. I knocked on the door of a small home in the heart of El Centro, and Albert Garcia, a 76-year-old retiree from the Border Patrol maintenance...

FEATURE

BREAKING? FEATURE?



POLITICS 6:00 AM

On International Women's Day, here are 8 L.A. women you should know

By **Jessica Roy**

March 8 is International Women's Day. The date has roots in political rebellion, and today is no different: It's what the Women's March organizers have designated the official "Day Without Women." L.A., like the rest of America, has a proud history of important women. Here are a few you should...

FEATURE

BREAKING? FEATURE?



NATION 3:00 AM

Federal officials deny doctoring document central to case of 'Dreamer' facing deportation

By **Rick Anderson**

Sounding a bit annoyed, U.S. immigration and Justice Department attorneys deny that federal officers erased or changed a statement written by a Seattle "Dreamer" who is fighting to avoid deportation. Nor did Immigration and Customs Enforcement officers make up claims about street-gang connections...

BREAKING

BREAKING? FEATURE?



SCIENCE NOW MAR. 7, 2017

As obesity keeps rising, more Americans are just giving up

By **Melissa Healy**

It stands to reason that if you know you're overweight or obese, and you know your extra pounds are unhealthy, that you've made a stab at losing weight. Right? Not so much anymore, new research shows. The proportion of American adults who were either overweight or obese has been growing steadily...

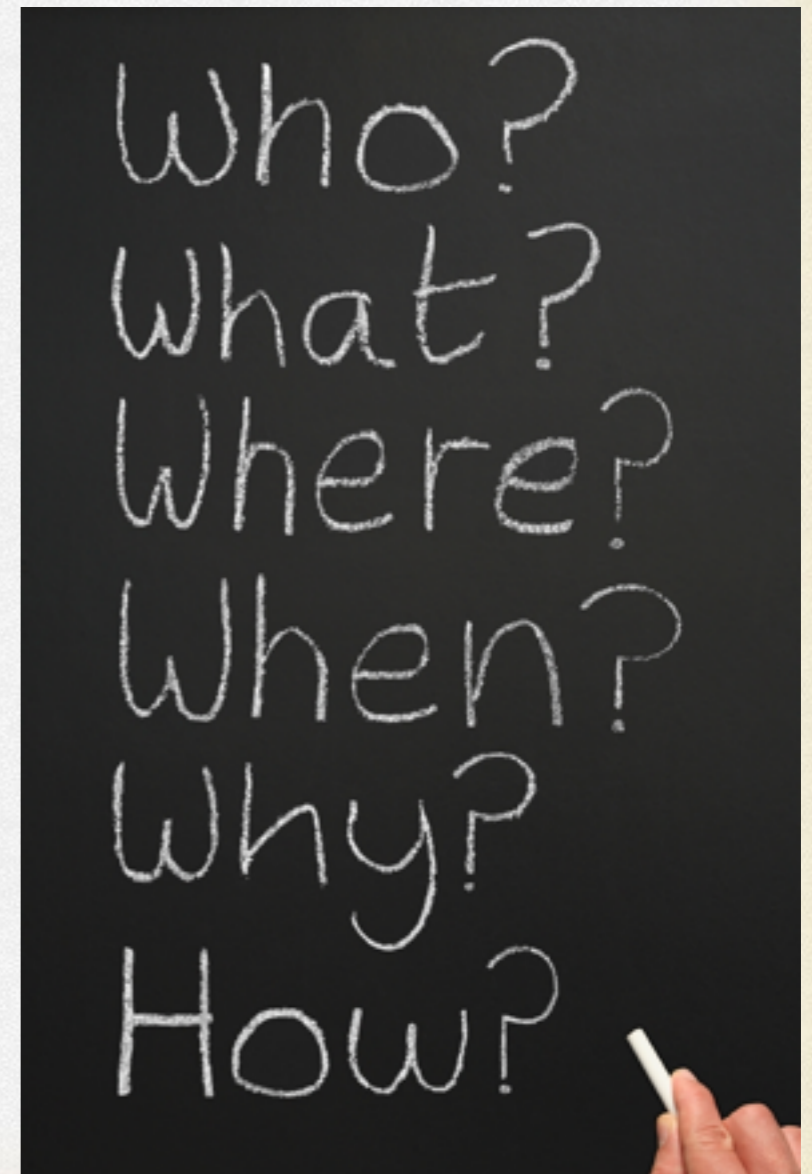


THE LEAD

- ✱ **The first sentence or paragraph** of a news article is referred to as **The Lead**
- ✱ The **Lead** tells the readers the **absolute essentials** of the article (*usually in less than 40 words*)
- ✱ The information of **The Five W's** should all fit in **the first paragraph**
- ✱ The lead is **NOT** the headline!

THE FIVE W'S

- ✿ These are **the five basic questions** that any article should address:
- ✿ **Who** is involved?
- ✿ **What** is he/she/it doing?
- ✿ **Where** is this occurring?
- ✿ **When** is this going on?
- ✿ **Why** or **How** is this happening?



THE LEAD:



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BREAKING NEWS

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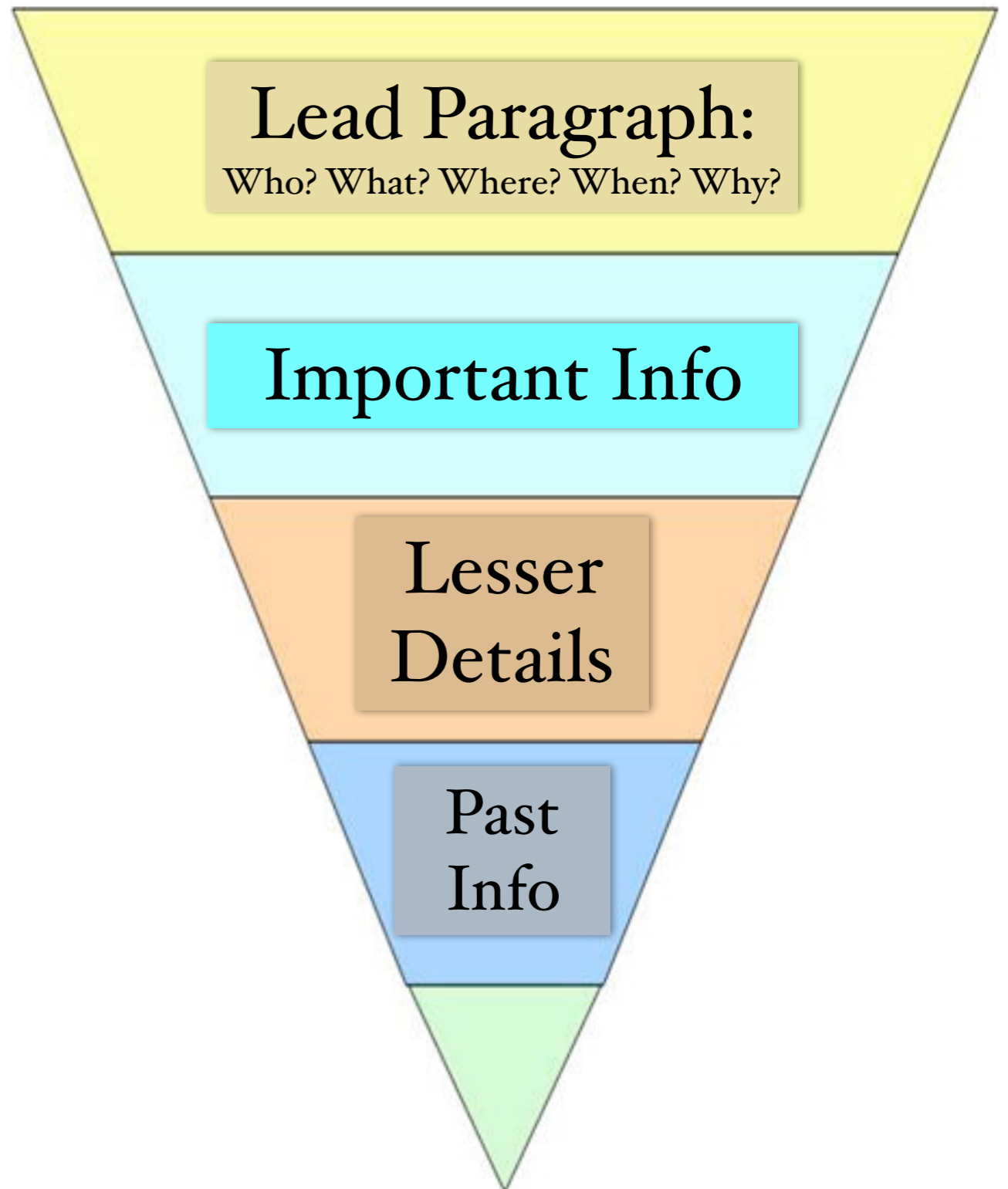
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THE INVERTED PYRAMID

The basic, accepted structure for how information is organized in a news article.

Inverted Pyramid News Writing Style



THE INVERTED PYRAMID

- ✿ In MOST news articles, the content is arranged so that...
- ✿ Information of **highest importance comes first**
- ✿ Information of **lowest importance comes last**
- ✿ A newspaper article is arranged so that if somebody only reads the first few paragraphs, they will have all or most of what is important

NEWS ARTICLE ORGANIZATION

1. Headline
2. Author, Publication and Location (“Byline”)
3. Lead Paragraph
4. Body Paragraphs
 - Explanation and Amplification
 - Background Information

WARNING: BIAS FREE ZONE

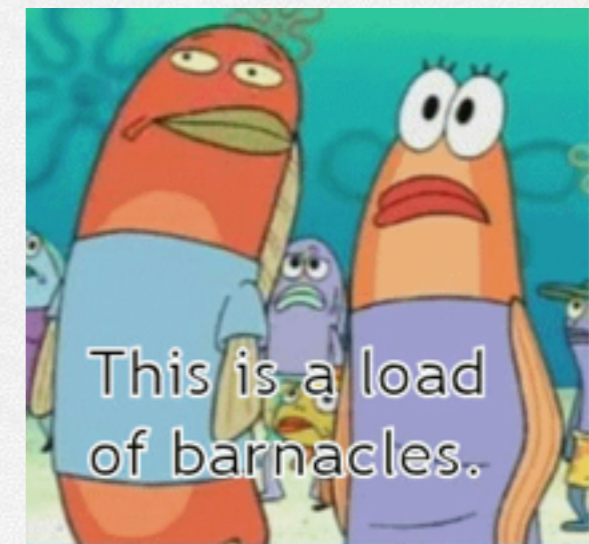
- ✿ A journalistic article, whether it is hard news or soft news, should maintain “**journalistic neutrality**”
- ✿ Journalistic Neutrality: **presenting ONLY the facts with out any bias from the author**
- ✿ **A true journalist writes an article using:**
 - ✿ Credible, primary sources
 - ✿ Accurate information
 - ✿ Precise quotations

ARTICLE WRAP UP:

- * **Take out one of the articles we have used for our past ERWC units**
- * Answer these questions:
 - * Would this article be **Breaking news? Feature news?**
 - * Does this article use the key strategies we discussed?
 - * Does it have a **strong Lead Paragraph? Why?**
What are the **5 W's of the article?**
 - * Does it use the **Inverted Pyramid? How so?**
 - * Is this article **free of bias?**

OP-ED

- ❖ **Op-Ed stands for “opposite of the editorial” page; also interpreted as “opinion editorial”**
- ❖ **Again, can be local, national, or international**
- ❖ **An Op-Ed piece provides an opinion from an informed expert who is not part of the editorial board**
- ❖ **Can be on any current topic, and may include author bias**





**BREAKING, FEATURE,
OR OP-ED?**

Let's review these headlines from today's news!



BREAKING?
FEATURE?
OP-ED?



OP-ED MAR. 5, 2017

'A Day Without a Woman' is a strike for privileged protesters

By **Meghan Daum**

In the fine tradition of taking something that worked before and milking it to the point of uselessness or maybe self-parody, a strike has been called for March 8, International Women's Day, also known this year as A Day Without a Woman. Organized by the groups behind the stunningly successful...

OP-ED

BREAKING?
FEATURE?
OP-ED?



MICHAEL HILTZIK MAR. 6, 2017

The GOP's Obamacare repeal plan is out--and it's even worse than anyone expected

By **Michael Hiltzik**

After weeks of expectations — actually, nearly seven years of expectations — House Republicans on Monday released their proposal to repeal the Affordable Care Act. Elements of the proposal, which was kept under lock and key last week — have been dribbling out for a few days. The text of the bill...

OP-ED

NEWS ARTICLE ORGANIZATION

1. Headline
2. Author and Publication (“Byline”)
3. Lead Paragraph
4. Body Paragraphs
 - **Explanation and Amplification**
 - **Background Information**

WHAT'S FIT TO PRINT: CONTENT

* Explanation & Amplification:

* Added info on what is happening currently

* **NEW info that has not been released**

* Background Information

* **OLD Info needed to understand what has been newly released**

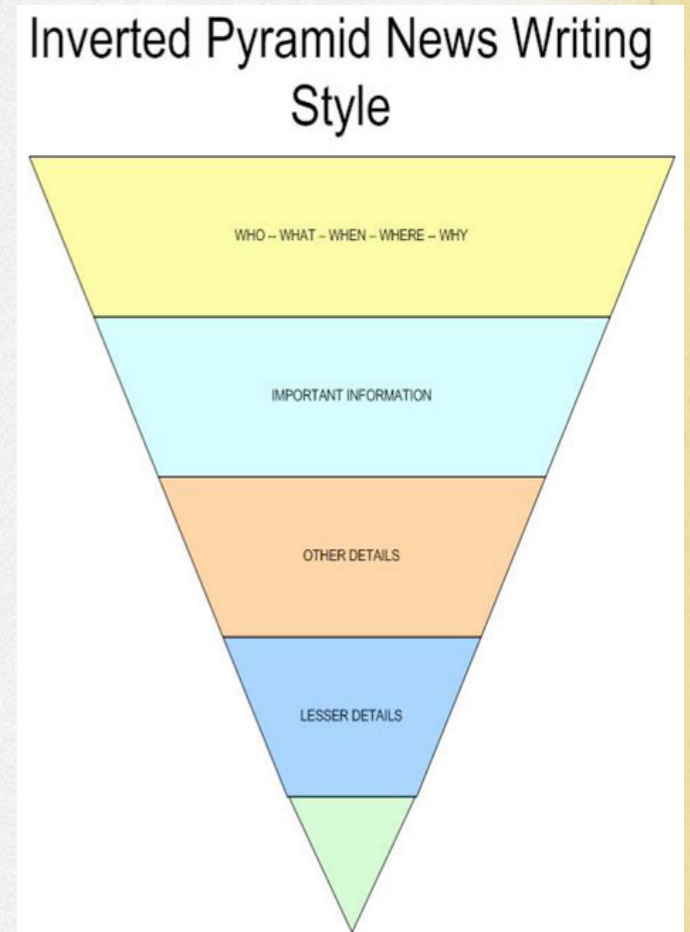
* Info that has been released before

* *Both types of info expand on the 5 W's*



= *FORM*

CONTENT =

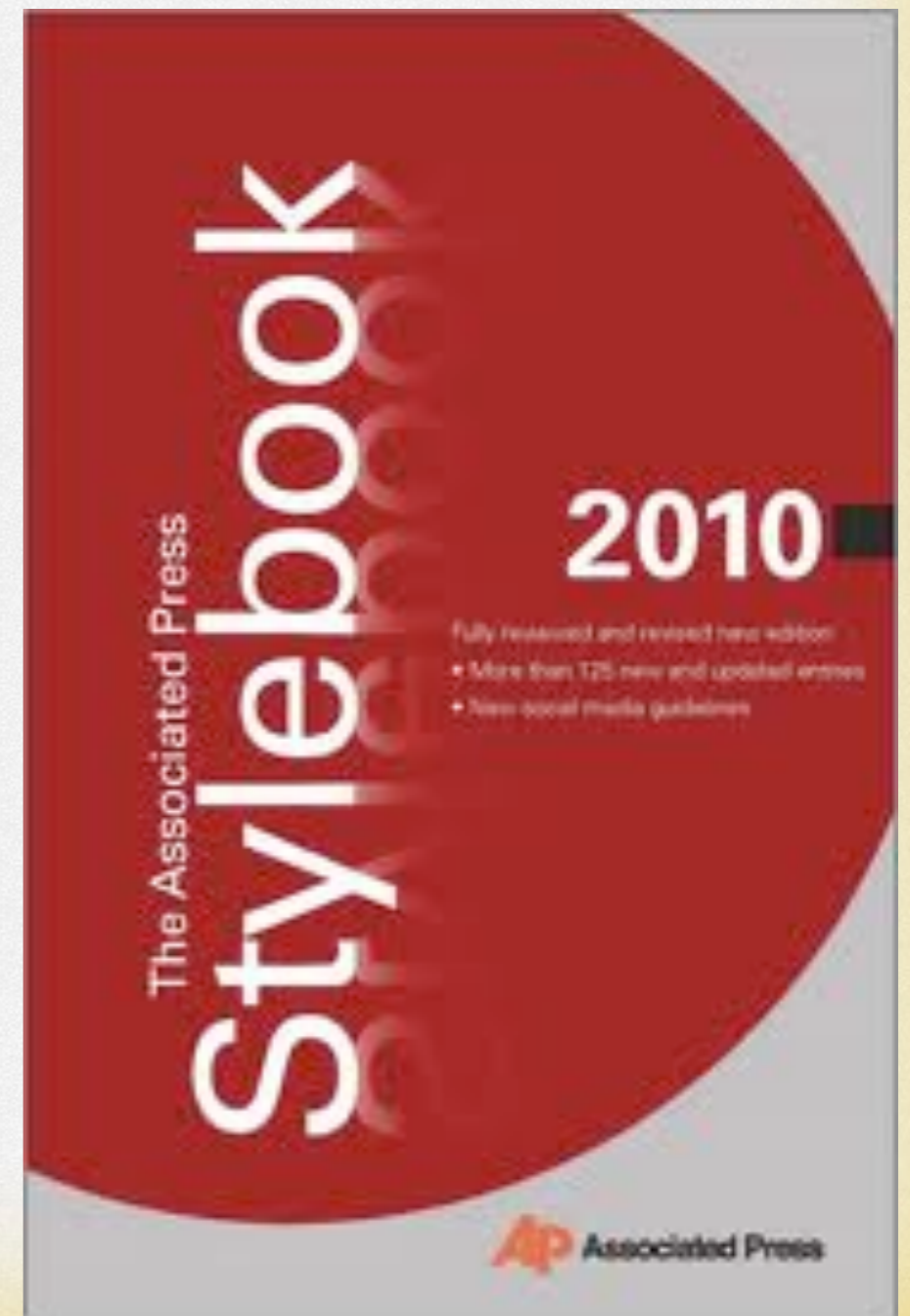




- ❖ The Associated Press - AP News
 - ❖ According to website: “a non-for-profit news cooperative” founded in 1846
 - ❖ An independent news-gathering source that focuses on objective, accurate journalism
- ❖ It has *literally* written the book on journalistic style in writing called...

THE AP STYLEBOOK

- ✿ Updated every year, the AP Stylebook is the **most used handbook** for conforming journalistic material
- ✿ Gives specific **guidelines for how to put information** into articles:
 - ✿ **dates and times**
 - ✿ **names and titles**
 - ✿ **numbers, etc.**





THE AP STYLEBOOK

- ✿ Tells journalist how to cite information
- ✿ The AP Stylebook was first published to help journalists achieve a common sense of:
 - ✿ **Consistency**
 - ✿ **Clarity**
 - ✿ **Accuracy**
 - ✿ **Brevity**



AP STYLE POP QUIZ

Based on the four principles of AP Style, which do you think conforms to the AP Stylebook?



QUESTION #1

❖ Which of the following **addresses** do you think would be properly listed in a news article according to the AP Stylebook?

❖ 12501 S. Isis Ave.

- OR -

❖ Twelve Thousand Five Hundred One South Isis Avenue

QUESTION #1

✿ Which of the following **addresses** do you think would be properly listed in a news article according to the AP Stylebook?

✿ 12501 N. Isis Ave.

- OR -

✿ Twelve Thousand Five Hundred One North Isis Avenue

✿ The Stylebook stresses brevity - less is more!

QUESTION #2

- ❖ Which of the following **dates** do you think would be properly listed in a news article according to the AP Stylebook?
- ❖ Blue Ivy Carter was born January 7th, 2012.
- OR -
- ❖ Blue Ivy Carter was born Jan. 7, 2012.

QUESTION #2

✿ Which of the following **dates** do you think would be properly listed in a news article according to the AP Stylebook?

✿ Blue Ivy Carter was born January 7th, 2012.

- OR -

✿ Blue Ivy Carter was born Jan. 7, 2012.

✿ Months, titles (like Mr., Mrs., Dr.) and state names (ex: Calif., Mass.) are often abbreviated.

QUESTION #3

❖ Which of the following **numerals** do you think would be properly listed in a news article according to the AP Stylebook?

❖ She had 2 dogs, 16 cats, and 30 birds.

- OR -

❖ She had two dogs, 16 cats, and 30 birds.

- OR -

❖ She had two dogs, sixteen cats, and thirty birds.

QUESTION #3

✿ Which of the following **numerals** do you think would be properly listed in a news article according to the AP Stylebook?

✿ She 2 dogs, 16 cats, and 30 birds.

- OR -

✿ She had two dogs, 16 cats, and 30 birds.

- OR -

✿ She had two dogs, sixteen cats, and thirty birds.

QUESTION #3

✿ Which of the following **numerals** do you think would be properly listed in a news article according to the AP Stylebook?

✿ She had two dogs, 16 cats, and 30 birds.

✿ Generally,

Numbers < 10 = Words (ex: one, two, three)

Numbers > 10 = Figures (ex: 256,000)

LET'S EXPLORE...

- ✿ Got to this site:
<https://owl.english.purdue.edu/owl/resource/735/02/>
- ✿ Type this into URL **or**
- ✿ Go to my DP's "Project 4" page **or**
- ✿ Google search: "OWL ap style"
- ✿ In small groups, use this page to investigate rules for...



AP STYLE RULES

✱ **Addresses:**

✱ **Numerals (numbers)**

✱ **Books / Publications**

✱ **States / Cities**

✱ **Dates, months, days of
the week**

✱ **Times**

✱ **Names**

✱ **Titles**