



Making a Flyer: The “5 W’s and The H”

The 5 W’s and the H are very important in a news story. They let the reader know the major factors about what is going on.

WHO?

- Who is the main person or group in the story? Who is the story about?

WHAT?

- What is the main idea of the story? What is the story about?

WHERE?

- If the event/situation being covered already happened, where did it occur? If it is upcoming, where will it occur? This should include the name of the location (ex. Bray Park or Miller Square Mall) or the exact address (the benefit garage sale will be held at 5715 38th Avenue East, Clovertown).

WHEN?

- When did the event/situation occur, or when will it occur? Include dates, days and times. (Ex. “The fair will be Monday-Friday, October 19-23, from 9 a.m. to 10 p.m. daily,” or, “The river clean-up occurred Saturday, June 29th.”)

WHY?

- Why did the event happen or why is the event going to happen? (Ex. “The group donated the flags to the fire station as a memorial to the astronauts killed in the disaster.” Or, “Funds from the bake sale will be used to fund summer camp scholarships for underprivileged children.”)

HOW?

- How did the event happen or how is it going to happen? (Ex. “The accident occurred when Danny Smith roller bladed into the path of Scott Jones bicycle.” Or, “The club plans on soliciting merchandise from area businesses for the raffle. If your business would like to donate merchandise, please contact Amy Johnson at 555-8830.”)