



For The Press - Writing a News Story

News stories are written in what is called an “inverted pyramid” style. This means the most important information is at the top or beginning of the story and the less relevant information and facts are placed more towards the “bottom” or the end of the story. The ‘5 W’s and the H’ are almost always placed in the top of the news story. Because newspapers have limited space for stories, this enables editors to cut stories from the bottom if there is not enough space.

The news story begins with a lead. The lead is usually one sentence that contains the most important parts of the story and is used to grab the reader’s attention. This is usually where the 5 W’s and the H are located.

Some Tips for Writing News Stories and Press Releases

1. Keep the story short, but make sure all of the information is included. Use short paragraphs that focus on a single point.
2. Give the name and telephone number of a contact person for more information.
3. Have someone else read your story to make sure all obvious questions are answered. Also have them check for grammar, spelling, etc.
4. Use quotes from reliable and prominent sources to make your story more interesting. Make sure that the quotes are correct!
5. If you are trying to get publicity for a program, emphasize the positive aspects of the program and how it will benefit others. If the public is invited, make sure you state it specifically.
6. Tie the story to a local interest or concern.
7. Include photographs and list photo opportunities.