

Do We Have A Story?



3 MINUTE GUIDE:

HOW TO WRITE A NEWS ARTICLE

What is the pyramid style?

The inverted pyramid style, also known as "front-loading", puts the most newsworthy information at the top, and then the remaining information follows in order of importance, with the least important at the bottom.

Why use the pyramid style?

The inverted pyramid technique is particularly useful for web-writing, where audiences have low attention spans and readers more often scan than read articles.

This way, readers can quickly decide whether or not to read the article, and if they decide to pass on it, they will anyway get the most important details.

Furthermore, having the best information and keywords close to the start of the page is good for search engine optimization.

LEDE: Most important information. Usually answers the who, what, when, where, why, how

Body: Crucial information. Additional facts or details revealed in order of importance. Information here is useful in understanding a story. Here is where you put arguments, controversy, issue, background, evidence, etc.

Tail: Extra information. Nice but not necessary, for those very interested in the story

HOW TO WRITE USING AN INVERTED PYRAMID

Sources:
<http://www.skillsup.com/articles/about-the-inverted-pyramid-writing-style>
<http://www.primetel.org/2003/writing-from-the-top-down-does-and-does-not-of-the-inverted-pyramid/12154/>
<http://www.writing.com/Use-the-inverted-pyramid-for-Writing-News>
<http://www.viewwriting.com/inverted-pyramid/>
http://www.viewwriting.com/inverted-pyramid_in_comprehensive_form.jpg
<http://questbusinesssystems.com/5/inverted-pyramid-newspaper-article-example-28.jpg>

News From Apple

Apple just announced it will be launching a new product in its iPhone family.

Why would The Penmen Press consider covering it?



The MiPhone 11T

MiPhone 11T: Same features and specs as 2019's iPhone 11 and 11 Pro



It Adds An Industry First

MiPhone 11T: The first
smartphone/mobile communications
device with built-in TASER protection



Why Would Apple Do That?

iPhone's popularity makes them an attractive theft target. By combining them with the safety and self-defense capabilities of a TASER, the new MiPhone 11T protects itself and its owner. It boldly says, "It's MiPhone. Touch it and I'll taze you, Bro"



How Does It Work?

- TASER technology delivers low voltage of electricity to temporarily disable attacker
- Not harmful, no long-term affects or injuries from being shocked. Gives MiPhone 11T user time to escape/flee

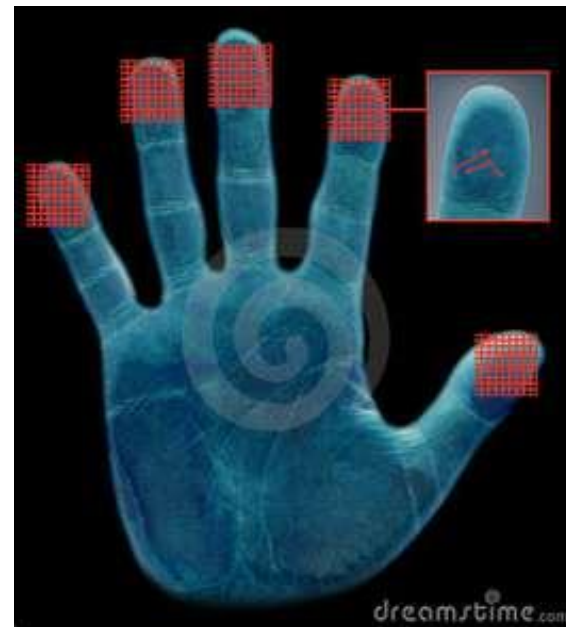


How Does It Work?

- Uses separate red “TASER” touch screen button for TASER self-defense
- “TASER” button uses biometric fingerprint registration - only the registered owner can fire it



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dreamstime.com

What Else Can It Do?

Same features and specs as iPhone 11 or 11 Pro announced September 20, 2019

<https://www.apple.com/newsroom/2019/09/iphone-11-pro-iphone-11-pro-max-iphone-11-and-apple-watch-series-5-arrive-in-stores/>

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When/Where Can People Buy It?

- After 21st birthday – due to weapon status of TASER feature
- Users must be aged 21 years or older to purchase and/or register the MiPhone 11T
- Available June 1, 2020 at Apple Store®, AT&T, and Verizon retail stores. Not available online
- Suggested retail: \$1919



What's Going Into Your Story?

- What SNHU-centric stories could the Penmen Press cover?
- What readers would care? How might it impact them? What would keep them reading?
- Who would you want to interview this afternoon to be able to have a story posted by tomorrow?
- Why can't The Penmen Press run the announcement?

What's Going Into Your Story?

- What do we know about crime on campus?
Crime in Manchvegas?
- How many of our readers are over 21 and able to buy this?
- Does SNHU have any policy about Tasers or weapons on campus?
- Are there any dangers of this device in the hands of students? What could possibly go wrong?

What's Going Into Your Story?

- What's your goal/objective? What's your story about? Do you have an angle?
- What readers would care? How might it impact them? What would keep them reading?
- Who would you want to interview this afternoon to be able to have a story posted by tomorrow?
- Why would it be crucial to have an accurate and balanced story ready by close of business today?