

NEWS

Photo (also attached on FLOW, 1500x1000 pixels):

Photo Credit:

Photo Caption (2-3 sentences):

Social Media Blurb:

Multimedia (link to view & embed code):

HEADLINE

- 1. Start with the news. The Lead should aim to include the most important of Who/What/When/Where/Why/How**
- 2. Use sources that are stakeholders in the event/issue (directly affected) or have the authority for attributed information. If the only information worthy of the first 3 graphs are from other news outlets, you need to localize the story or change your angle. Perhaps it is not even news, and should be written as a feature.**
- 3. Continuing with a Transition-Quote format is a safe bet, or you can get creative and throw in an anecdote or survey results.**
- 4. Keep it short! 400 words for an online news story is usually plenty, unless it is an investigative piece. Print can be longer since it typically has a longer timeline and more sources. Avoid throwing in quotes that will clutter your story with arbitrary reactions.**
- 5. Accuracy is key. If you're unsure about anything, even if it's how something is spelled, ask your fellow reporters or an editor to straighten it out. Factual inaccuracies can easily slip through the cracks and tarnish our reputation as a publication.**
- 6. When you're done writing (and fact-checking!), highlight 2-3 of your favorite quotes. These will appear as pull-quotes on the site. They should draw the reader in.**
- 7. When you would hit publish on this piece, send it to the editor!**
 - a. Online: Rahil Punshi**
 - b. Print: Oskar Doepke**
- 8. They will edit your piece multiple times, and may ask to meet with you in-person. Don't panic! It's all a part of the process. When they are happy with your piece, they will communicate with you on an anticipated posting day and subsequent edits as it moves through the editing process.**

OPINIONS

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HEADLINE

- 1. Start with a nutgraf. This is an anecdote that zooms in on how you are affected by the issue or when it first came to your attention.**
- 2. Explain the relevance of the anecdote to your overall argument. Maybe throw in some data.**
- 3. End the second graph with a strong thesis. Boil down your argument into one powerful sentence that will stick in the reader's mind, and allows you the freedom to add complexity to your argument later on.**
- 4. Use sources and data that are reliable; do not cherry-pick information. Fully explain how every piece of evidence ties back to your point. Be aggressive.**
- 5. Bring a medieval spear to a knife fight. In other words, address the opposing view with a counterargument that will destroy their point-of-view and demonstrate that you fully understand the issue.**
- 6. Always write with clarity and brevity. Avoid repetition within your argument. You should be making clear points, and organize them as such rather than muddying your argument.**
- 7. Accuracy is key. If you're unsure about anything, even if it's how something is spelled, ask your fellow reporters or an editor to straighten it out. Factual inaccuracies can easily slip through the cracks and tarnish our reputation as a publication.**
- 8. When you're done writing (and fact-checking!), highlight 2-3 of your favorite sentences. These will appear as pull-quotes on the site. They should draw the reader in.**
- 9. When you would hit publish on this piece, send it to the editor!**
 - a. Online: Tara Behbehani**
 - b. Print: Ella Friel**
- 10. They will edit your piece multiple times, and may ask to meet with you in-person. Don't panic! It's all a part of the process. When they are happy with your piece, they will communicate with you on an anticipated posting day and subsequent edits as it moves through the editing process.**

FEATURES

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- 1. Start with a nutgraf. This is a zoom-in on one affected person or community with a compelling story. Strong quotes are great here.**
- 2. After the anecdote, introduce the larger issue or trend (a “topic” is not an angle!) and**
- 3. Use sources that are stakeholders in the event/issue (directly affected) or have the authority for attributed information.**
- 4. Get creative with structure! Transition-Quote is a solid safety net, but see what you can do with threading in personal stories and making connections to show (not tell) your reader the larger significance. If it’s not a timely news story, why should we care?**
- 5. Always write with clarity and brevity. Print can be longer since it typically has a longer timeline and more sources. Avoid throwing in quotes that will clutter your story with arbitrary reactions.**
- 6. Give it a kicker! Leave the reader thinking about your piece by ending with your best quote.**
- 7. Accuracy is key. If you’re unsure about anything, even if it’s how something is spelled, ask your fellow reporters or an editor to straighten it out. Factual inaccuracies can easily slip through the cracks and tarnish our reputation as a publication.**
- 8. When you’re done writing (and fact-checking!), highlight 2-3 of your favorite quotes. These will appear as pull-quotes on the site. They should draw the reader in.**
- 9. When you would hit publish on this piece, send it to the editor!**
 - a. Online: Giulia Scolari**
 - b. Print: Eva Marriott-Fabre**
- 10. They will edit your piece multiple times, and may ask to meet with you in-person. Don’t panic! It’s all a part of the process. When they are happy with your piece, they will communicate with you on an anticipated posting day and subsequent edits as it moves through the editing process.**

CULTURE

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- 1. You have so much freedom. Listicles, reviews, social commentaries, researched pieces – there is truly no set structure that can apply to Culture.**
- 2. Reviews: A typical structure for book/film/music/etc. is to begin with a hook, something unusual about the thing, that entices the reader to learn more about it. Then launch into a description of the plot, and transition into your opinion (without too many flowery adjectives). Once readers are interested in what you are reviewing, they want to know if it is worth their time.**
 - a. If possible, explain the zeitgeist of why it is relevant to review that thing at that time.**
 - b. Make sure to include how the reader could access it.**
 - c. Try to vary the mediums that you are reviewing (i.e. not just books. I know that is ironic coming from me).**
- 3. Listicles/Ratings: Think of creative ways to pin outfits or trends against each other.**
- 4. Trend stories: These are super powerful. They require a lot of in-depth research and confirmation from both data and community voices that the trend is legit, but these pieces can be the most illuminating and fun to read.**
- 5. If it is source-based (includes quotes), give it a kicker! Leave the reader thinking about your piece by ending with your best quote.**
- 6. Accuracy is key. If you're unsure about anything, even if it's how something is spelled, ask your fellow reporters or an editor to straighten it out. Factual inaccuracies can easily slip through the cracks and tarnish our reputation as a publication.**
- 7. When you're done writing (and fact checking!), highlight 2-3 of your favorite quotes. These will appear as pull-quotes on the site. They should draw the reader in.**
- 8. When you would hit publish on this piece, send it to the editor!**
 - a. Online: Jaden Gardiola**
 - b. Print: Maarya Shafquat Adil**
- 9. They will edit your piece multiple times, and may ask to meet with you in-person. Don't panic! It's all a part of the process. When they are happy with your piece, they will communicate with you on an anticipated posting day and subsequent edits as it moves through the editing process.**

SPORTS

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- 1. Refer to News, Features, and Opinions depending on how the story is structured. Any story type with a sports angle is published under Sports, whether it is the latest scores, an analysis of a team's strategy, or an athlete profile.**
- 2. Cover all sports.**
- 3. Avoid sports writing cliches. The same reader should not question whether they are reading the same story every week with the overuse of words like "clinched" and "slam dunk" (to name a few).**
- 4. Get emotions, both in photography and writing. If the team lost, the sadness of the players should come across. Avoid exaggerating emotion if it is inaccurate, like portraying a victory at the first game of the season with the same enthusiasm as first place at ISSTs.**
- 5. If it is source-based (includes quotes), give it a kicker! Leave the reader thinking about your piece by ending with your best quote.**
- 6. Accuracy is key. If you're unsure about anything, even if it's how something is spelled, ask your fellow reporters or an editor to straighten it out. Factual inaccuracies can easily slip through the cracks and tarnish our reputation as a publication.**
- 7. When you're done writing, highlight 2-3 of your favorite quotes. These will appear as pull-quotes on the site. They should draw the reader in.**
- 8. When you would hit publish on this piece, send it to the editor!**
 - a. Online: Vittoria Di Meo**
 - b. Print: Frank Harriss**
- 9. They will edit your piece multiple times, and may ask to meet with you in-person. Don't panic! It's all a part of the process. When they are happy with your piece, they will communicate with you on an anticipated posting day and subsequent edits as it moves through the editing process.**