# EXAMPLES OF HOW TO COVER STORIES AND KEY MOMENTS OF THE YEAR, BUT IN A UNIQUE WAY, RATHER THAN JUST WRITING EDITORIAL ABOUT IT

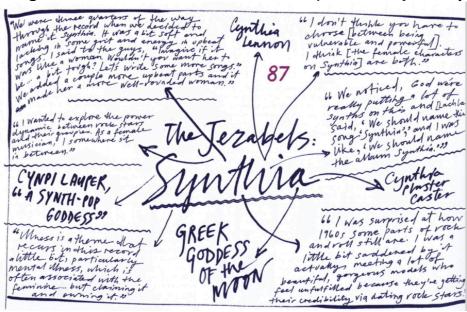
Illustration of when Pharrell Williams first hear Maggie Rogers' song, using direct quotes:



### Something simple that perfectly sums up Brexit:



#### Using onair album interview to create mindmap of album Synthia by the Jezabels



Show casing musicians in a fun way so it's not just interview-based. Get them to do a Paper Trail Story.

# Paper Tale

The folding story is back. With just the previous sentence to work with these musicians wrote one dramatic saga

I HAVE A FRIEND. HIS NAME IS IAN. IAN HAS THE MOST LUSCIOUS, CURLY HAIR IN ALL THE LAND. BUT THESE AREN'T YOUR REGULAR, EVERYDAY, RUN-OF-THE-MILL CURLS. THEY ARE MAGIC CURLS. YEP, MAGIC...

Turkeys, whether fully grown or not, are not often confronted with Such wizardry. And Sir Plucky of Yekrut, second cousin of the Earl of Featherton, distant relative (on his mother's side) of Bob, was utterly confused as to which curls were supposedly magic. So resolutely, he decided to concentrate on more pressing matters at hand: most notably, the long-held family tradition in the study of the mystical beast—'the grain'...

He looked at his hands; they were encrusted with porridge. "This is no time for idle thoughts," he thought. Polishing off another six gallons of margarine in one long, painful gulp, he squatted for what seemed like an elernity in the empty fixplace. "Nice by, but head," said a voice...

The sound of that voice echood around his brain like so many memories of Christmas, full of coal and mouldy explore his damaged family home. As he peered into each chamber, the memories started to swirl around in his head. It was at this point he began to feel faint. The wounds of the past were opening, and he couldn't escape his own brain...

IN AN ATTEMPT TO DEAL WITH THESE FEELINGS OF REGRET AND HELPLESSNESS, HE FACED UT HIS FEW RELONGINGS AND HEADED TO THE DEEP SOUTH, WHERE THE PIXIES RAN FREE AND THE OCEAN BECCONED HIM. HE SLUNG HIS GRANDFATHERS HE FELT UNTOUCHABLE, POWERFUL. LITTLE DID HE FOOM HIS JOURNEY INTO THE UNKNOWN. BUILT OF TIMBER AND COLD STEEL, WOULD ULTIMATELY CAUSE HIM MORE

And it was thus that he realised hart could not even be curtailed by detaching himself from human reality. As he reflected upon the fragility of the human condition, the clouds opened above him and thus God spake: "Citizen, embrace the vagaries of human emotion, otherwise, music: 10/10 would recommend for existential escapism." And that is the story of how he became a hardcore death metal fan.

THE END

FROM TOP TO BOTTOM: JARRYD JAMES: DAN HAGGIS FROM THE WOMBATS; JON HIGGS FROM EVERYTHING EVERYTHING: JOFF ODDIE FROM WOLF ALICE: SCARLETT STEVENS AND JORDI DAVIESON FROM SAN CISCO: MONTAIGNE

## Exploring an album theme that'd not the standard interview chat, with reader interaction

