

PARTICIPANT'S HANDBOOK

MODULE: **COMMUNICATION KIT**

TOPIC 5:

**KEYS TO LEARNING HOW TO WRITE A
NEWS ITEM**

DURATION OF THE SESSION: 120 MINUTES

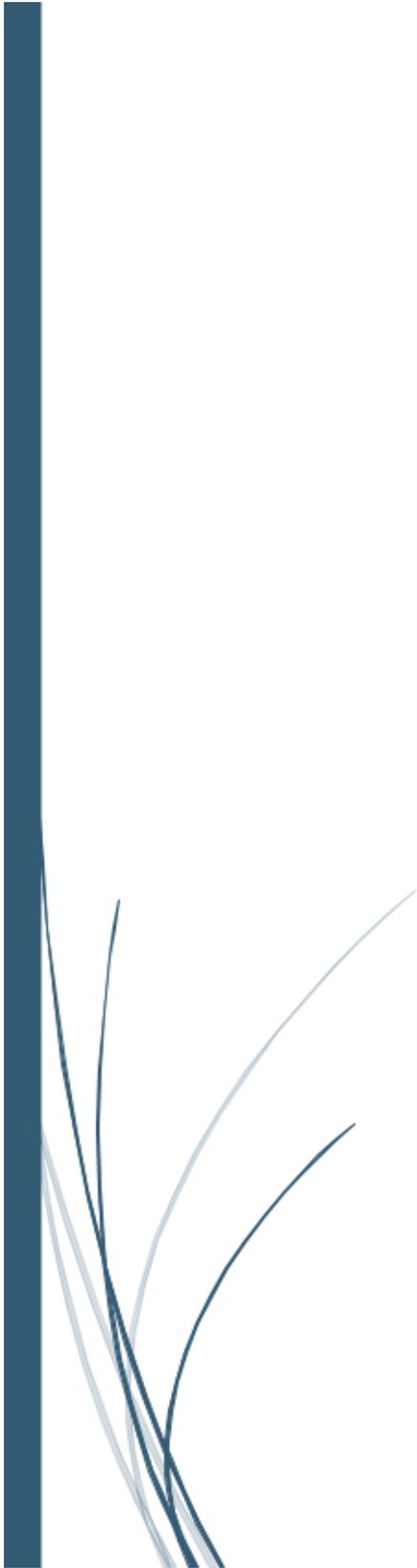


TABLE OF CONTENT

- I. Why is communication about your Erasmus + project important?**
- II. The 3Cs: Clear, Concise and Concrete.**
- III. The 5W: What, Who, Where, When, Why + How.**
- IV. The Inverted pyramid.**
- V. How do we build a note journalistic?**
- VI. Structure of a journalistic note.**
- VII. Entry or lead (lid)**
- VIII. The body of the journalistic note.**
- IX. Use good images.**
- X. Videos.**
- XI. Audios.**
- XII. The press release.**
- XIII. Structure of a press release.**
- XIV. Recommendations for write a press release.**
- XV. Consider.**

SIGNS FOR NAVIGATION

- ❖ Group Exercise
- ◆ Individual Exercise

I. Why is communication about your Erasmus + project important?

Do you want to learn how to write a news story like a professional? In this topic, we will try to explain the techniques that journalists use to write it.

The news is an account of a current or recent event that is written with the purpose of disseminating it through the media. The writing must be objective because it is only based on the facts, it does not include the opinion of the journalist. Therefore, the purpose of a news item is to inform the reader.

If we wanted to write stories including the opinion of the person who writes it, we would be talking about opinion articles, criticisms or editorials. There are also other types of journalistic texts that mix the objectivity of a news item with the opinion of the writer, within this group are the chronicles and reports. Later we will talk about these journalistic texts, but today we are going to focus on how to learn to write a news story.

II. The 3Cs: Clear, Concise and Concrete.

The writing has three basic characteristics that mark the foundations of any text, including the news.

The text of the news must be clear, simple, we need the reader to understand what we want to tell without great effort. Therefore, the writer must write clearly, with a vocabulary accessible to his readers, and without using foreign words or technicalities that may pose comprehension problems.

In this type of journalistic text, the story must be concise, precise and as brief as possible. The sentences should be short, 15-20 words long. They do not all have to be exactly the same length, but most must have a length around these figures. We must divide the text into several paragraphs, in the eyes of the reader it is much more attractive than a single paragraph with endless mixed ideas.

The story of a news story must be concrete, focus on what really matters: the event. We must avoid being ambiguous, use many qualifying adjectives and write abstractly. The purpose of the news is to inform exactly how the events have happened, without embellishments or exaggerations.

III. The 5W: What, Who, Where, When, Why + How.

The 5Ws are the 5 questions we must ask ourselves to learn how to write a news item. Some specialists in the sector add a new question, in this case we could talk about the 5W + 1H of journalism.

Once we know what event we will write about, we must ask ourselves who is the protagonist / s of the news, where and when it happened, the reasons and causes of the event and how the event happened.

What happened?

When has it happened?

Where has it happened?

Who is involved?

Why has it happened?

How did it happen?

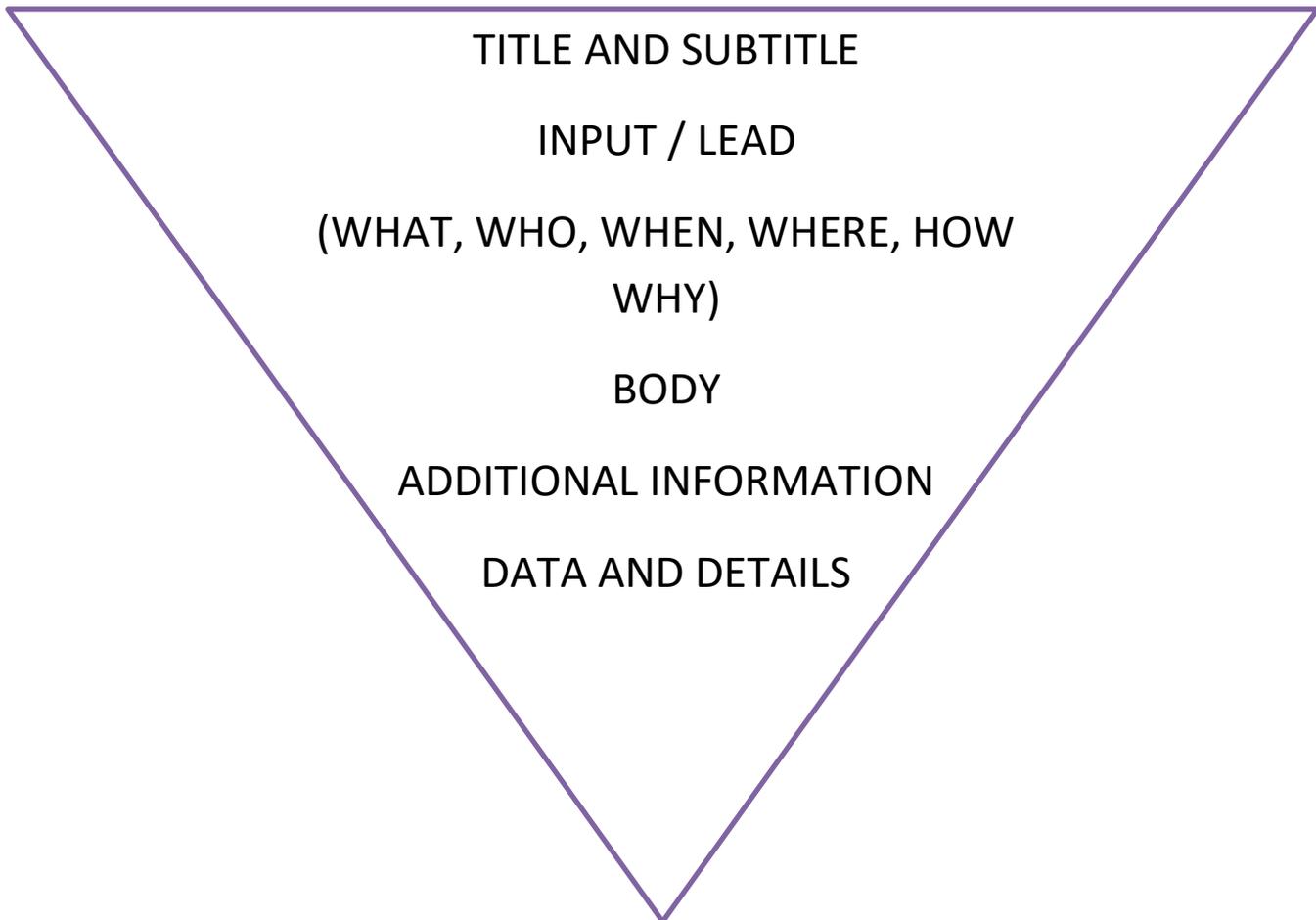
IV. The Inverted pyramid.

The structure of the inverted pyramid consists of ranking the information according to its relevance. Once we have answered the previous questions, we must order them from most to least important.

The purpose of the inverted pyramid is to prioritize the most prominent information, putting it at the beginning of the story. One of the reasons for using this structure is that many times the reader does not finish reading the news, if we use this technique, the main information will have reached him before he abandons reading.

We start with writing an informative, but attractive headline at the same time. That is, with the headline the reader must know what the news is about. Many times the headline answers some of the questions mentioned above but very briefly. The most relevant part of the news, the entry or lead, is the first paragraph, where all the important information that summarizes the news is focused. In this part we must make a mini summary of what we will explain below.

Next comes the part of the body of the news, where all the information is developed more extensively and the questions are answered from most to least important. After the body we can add additional information, details or data that may be interesting for the reader.



V. How do we build a note journalistic?

- Define an attractive title.
- Distinguish the main facts from the details.
- Prioritize the facts - if there are several – of according to its importance and objectives communicational that we have raised.
- Identify the background that contributes to understand the main idea of the note.

VI. Structure of a journalistic note.

The headline

The headline is the lever that motivates the reading of an article. The headline defines whether people will continue reading or abandon our news.

The headline must be short, agile, attractive, seller. Is by this why it is recommended not to extend beyond the six words to that readers jump to the content quickly.

Good headlines have five things they should characterize them:



Use keywords

This will allow more effectively in search engines. Naps writing about an event or a great story, mention the event on the front of the holder. Skip unnecessary words. Not enter the details of the information in the headline.

Examples:

MINAM rewards experience of "Sowing and harvesting rain water"

The experience "Sowing and harvesting rainwater" wins Environmental Award 2014

Fill in full names

If the note refers to a specific personality, the names should be included in the title and, if warranted, at the beginning of the holder. We must ensure that proper names are correctly written and in their entirety.

Examples:

Nelson Mandela dies

The 20 best phrases of Nelson Mandela

Nelson Mandela, the South African leader who ended to Apartheid

Don't tell the whole story in the headline

While the headline should summarize the story, it should also leave the reader with the need to know more about the news.

Examples:

(YES) Youth labor law: repealed in Congress by most

(NO) With 91 votes in favor, 18 against and 5 abstentions it was voted to repeal the law

Take your reading public into account

We must consider that our / Readers are not only from the field local, regional or national, but our note can also be read by people from other countries, so that the headline that we elaborate should be understood by all.

Examples:

(NO) Pulpín Law: repealed in Congress by majority

(YES) Youth labor law: repealed in Congress by most

VII. Entry or lead (lid)

This is the first paragraph of the note, located between the headline and the body of the news. Here are carefully chosen the data that are considered main.

In its development, the journalistic note must respond to these questions:

What? Who is it? Where? When? How? Why?

The most important question is mentioned and solved in the most important, depending on the subject you are writing about. If you are writing about a mining tailings spillway or a oil spill, the question would be where did it happen?; Yes it is about an electoral result is Who won ?; if it's about one award would be what or who was awarded?



The diagram shows a rounded orange box containing text. On the left, a vertical white box contains the labels 'HEADLINE', 'ENTRY OR LEAD (LID)', and a small yellow square. To the right, the text reads: 'Lagoon "breeding" The practice "Sowing and harvesting rainwater against the reduction of soil moisture and the hydric recharge of aquifers at the head of Cuenca ", promoted by the Bartolomé Association Aripaylla (ABA) and the peasant community of Quispillaccta, in the South Andean department from Ayacucho, has been recognized with the first Best Practices Contest booth in front of the Climate Change in rural areas, within the framework of the 2014 National Environmental Award, organized by the Ministry of the Environment (MINAM).'

* It is not necessary that you occupy a whole paragraph answering the 6 questions, you can do it in two, if required.

Remember!

The text of the news must be concise.

VIII. The body of the journalistic note.

From the second paragraph we expand the note with details important they bring to the entrance. It makes a brief explanation of background by placing data that give the readers the complete idea of the reasons that gave rise to the fact that we are raising in the note. Finally, we complement the note with additional details of the fact principal.

NOTE BODY

IMPORTANT DETAILS

BACKGROUND

ADDITIONAL DETAILS

Be concise. It is recommended that the text have at least 400 words (4 or 5 paragraphs of 4 or 5 lines each).

Include quotes. Learn to quote things that are of interest or important to what you want to say, but most of all that contribute to the content of your news.

Includes numerical data. The figures support what you are saying and they do it more consistent. Do not forget to indicate the source from where the data comes from.

Example:

"Poverty affected 28% in 2014 of the population of Latin America, which reveals that its reduction process has stalled around that level since 2012, while in that same period indigence increased from 11.3% to 12%, all in a context of economic slowdown ", stated the Commission Economic for Latin America and the Caribbean (ECLAC) in its report "Social Panorama of Latin America 2014", presented on January 26.

Remember! The journalistic note must be dynamic and interactive. In order to we recommend adding some audiovisual elements that will enhance your journalistic note and encourage the / readers are interested in reading it all.

IX. Use good images.

The image - a photograph or a small graph— that accompany the note should summarize the content of the information that we provide in the note.

Do not forget to always put a legend whose content describe the image a bit and at the same time contribute with information or data for the note. This does not mean reload of a lot of information that distracts the reader from the objective of our message.

Photographs must be captured in high resolution. On In the event that the photographs are not of own authorship, it must be place credit.

X. Videos.

The image - a photograph or a small graphic - accompanying the Note should summarize the content of the information we provide in the note.

You can use simple tools like YouTube or Vimeo to quickly get video code that you want to share.

XI. Audios.

The audios also provide to the content of our note journalistic.

On the internet, you can find various audio platforms where can you store your audios and share them in the note by inserting the corresponding link.

Remember!

Ensure that our materials are short, of good quality, understandable, that are in a small format and on all downloadable.

Make the buttons visible social networks, always inviting that they know more about our work institutional on our platforms virtual.

XII. The press release.

It is a news information text used by the organizations or social institutions to disseminate, among the media, their actions or relevant situations and impact on public opinion.

The press release is characterized in that it must inform with great clarity and precision about current situations or events or that are about to happen, in that sense your text will be concrete and its short term.

The press release is used to:

- Establish positioning by the institutions in relation to a topic of interest or that it affects them directly.
- Report an event that affects not only to the organization but also to citizens in general.

The press release must be written in a newsworthy way to capture the attention of journalists, so that interested in spreading it or motivate them to develop an investigation on the subject being addressed. It is therefore, that the structure of the press release must have elements journalistic.

XIII. Structure of a press release.

TITLE	It should be brief, newsworthy and eye-catching.
ENTRY	Contains the information summarized and clear in a single paragraph.
BODY OF THE NOTE OF PRESS	It must not exceed 5 paragraphs and each of them must express ideas concrete
CONTACTS OF THE ORGANIZATION	At the end of the press release the data must be placed contact of the person in charge communications of the organization (Name, phone, email).

XIV. Recommendations for write a press release.

Use letterhead

It is a sheet that contains printed contact information and the logo or some other design of an organization, institution or company, and allows us to identify the organization that is Giving information also gives visibility to it.

Attractive headlines

Press release headlines are the first contact between our information and the journalist who receives it, therefore they must be concrete, direct and cause interest in who reads them.

Supporting images

Include images whether they are graphics, photos or illustrations related to what we are reporting in the press release is vital because it is useful to journalists when decide to publish our information.

Important facts and figures

Data allows you to give it more impact to our information. For example, if it is an investigation that has been conducted, point out the people who participated and the main achievements obtained, or if it is about the presentation of a finished project, we can emphasize the number of people benefited.

Date and place of issue

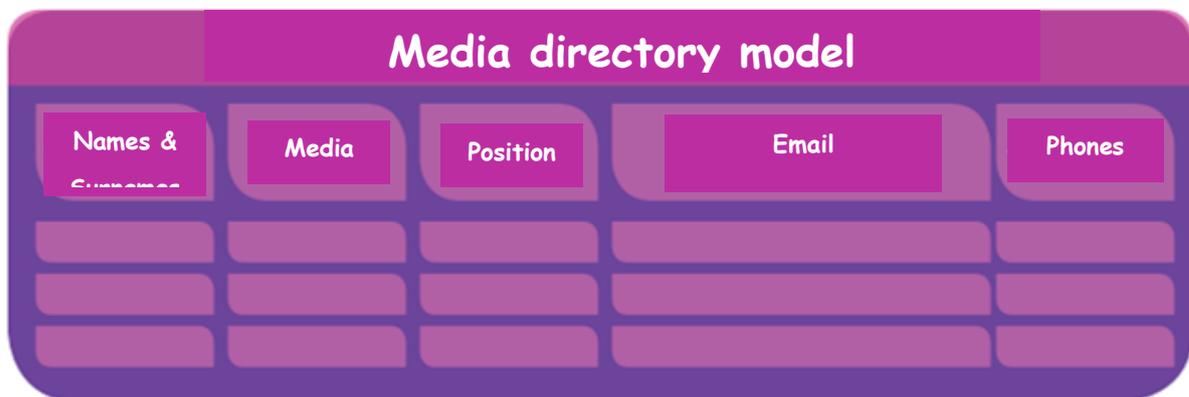
It is important to place the place of the press release and the date to emphasize the origin and validity of the note.

News character

The press release must contain journalistic information, so must be in the public interest, and not contain promotional information of the organization, that is, it is not used for propaganda.

XV. Consider.

- Have a directory of journalists and the media, where you have the names, positions within the medium (editors, reporters, directors, photographers / as), phones, emails, mainly.
- Establish lists of distribution via email of journalists according to their section or responsibility in the middle and charge, this will allow us a more optimized communication and organized, and thus avoid shipments of mass emails that often do not achieve the impact desired for not being well directed.
- Next we propose a media directory model, so that in an organized way you can send press releases, and in general all the informative production of your institution:



NOTES

Your notes here

NOTES

Your notes here