Journalism Tips

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News Writing

- Leads are key
- Look for future event
- If no future event, lead with what students don't already know
- Leads should be 1-2 sentences
- First quote should be from authority in the story
- Use transition/quote formula
- Make sure to include student quote
- Story should be balanced

Feature Writing

- Lead needs to grab reader's attention and appeal to emotions
- Lead can be longer than one paragraph
- Make sure lead flows into first quote which should be from the person the story is about
- News peg needs to be used early in story
- Use transition/quote formula
- Focus on flow
- Vary transitions
- End with strong quote or tie back to beginning of story

Editorial Writing

- Lead is similar to summary news lead (1-2 sentences)
- Stance is a separate paragraph (1 sentence)
- Need 2 or 3 reasons to support stance (3-4 sentence paragraph for each)
- Include rebuttal paragraph (2-3 sentences)
- Concluding paragraph includes restatement of stance and call to action (2-3 sentences)
- No quotes or rhetorical questions

Headline Writing

- Make sure fits count
- Should read like a sentence with subject and verb (unless main head)
- Use active voice
- Give as much information as possible
- Avoid splits
- Watch spelling

Copy Editing

- Tab A.P. Stylebook (new version this year)
- Point values for Part 2 have doubled (weighted more)
- Make sure to complete something on Part 3
- Practice, practice, practice
- Purchase A.P. Stylebook Study Guides

Student Activity Conferences

- September 7 – Tyler Junior College, Tyler
- September 14 – Lone Star College – North Harris, Houston
- October 5 – Texas Tech University, Lubbock
- November 2 - University Of Texas at Austin

THANK YOU FOR ATTENDING

Registration link, presentations and handouts are available on the website.

Remember to register your attendance for each session.

CAP CON 2024

Handouts & More