LQTQ Format for News

LEAD:

ADDITIONAL INFORMATION:

Linked

DIRECT QUOTE:

NOTES:

1) Each box is a new paragraph.

2) Story should flow from most important to least important information.

3) Use quotes to add opinion, emotion and details.

4) Use transitions to add facts and details.

TRANSITION:

Linked

DIRECT QUOTE:

TRANSITION:

Linked

DIRECT QUOTE:

IMPORTANT NOTE about ENDINGS:

Avoid summarizing the story in your own words. Save a quote to end with!

This is called a "kicker quote."

ENDING - Transition and Kicker Quote