

# TIPS FOR WRITING A MEDIA REPORT

## FIRSTLY

Think about what the most interesting or important part of your story is.

This will be the first sentence of your report.

For example if we were talking about raising money towards subs payments...

The most important thing is likely to be the money raised or what it will/has been raised for.

‘£500 raised by Girlguiding Lincolnshire South.’

Would be your first sentence

## QUOTES

A quote will make your post more personable.

Get someone to provide a quote of something interesting for you or you could quote yourself!

Quotes are not always something you need to have heard.

Write something interesting and ask the person who you are going to quote, if they are happy to have their name against the quote in your article.

Leading on from the example above your quote could be:

“knowing we gave a couple of hours of our time one evening to bring joy to local families is priceless”.

## THE 5 W'S WHO, WHAT, WHERE, WHY, WHEN.

- Who is the article about?
- What happened?
- Why did it happen?

- Where did this happen? (or where is it happening)
- When did this happen? (or is this happening)

The ‘5 Ws’ don’t necessarily need to be in this order but if you cover them all you should be set for content.

## LASTLY

An ‘action shot’ of the event happening or even your preparation!

