

Answer the following questions based upon Chapter 2.

1. “News” is based on what people need and want to know and often focuses on an outstanding deviation from the norm, something that generally doesn’t ordinarily happen.  
**A. True B. False (p. 19.)**

2. Which of the criteria for news is “most important?” Why?

**Timeliness, above all. News is what’s happening now, not the other day. Those criteria are interrelated, however. The more of them present, the more newsworthy the story. (pp.19–20.)**

3. “The importance of each criterion varies somewhat among the different media.” How? Explain the differences between print, broadcast’ and public relations.

**Newspapers, in print publications as well as online, emphasize proximity, impact and prominence. They seek to give readers the local news of interest to them, and to relay significant national stories about events, prominent people and public policy important to their lives.**

**Broadcast, like online journalism, values timeliness and the ability to tell a news story quickly. Television and radio newscasts also emphasize the aspects of being at the scene, and respond to the values of novelty, human interest and conflict because those values are particularly dramatic and quickly arouse the viewers’ or listeners’ interest and draw their attention to the broadcast.**

**Public Relations practitioners tend to tell stories that emphasize the values of progress or novelty, or focus on human-interest news. As advocates for a company, candidate or cause, they seek to generate positive stories that put their subjects in a good light. Public relations stories emphasize the positive things people have accomplished or experienced, providing a balance to the “bad news” told in print and electronic journalism. (pp. 21–22.)**

4. Print journalism has traditionally been seen as emphasizing bad news. Why does it do that?

**Print journalists take seriously their role as “watchdogs” over the government in the public’s interest because they are able to delve more deeply into misdeeds and malfeasance than does broadcasting. They can have a greater breadth to their reporting—telling not only the positive, dramatic stories readers might choose to read, but also the negative, ugly stories readers might need to read but would prefer to avoid. (pp. 21–22.)**

5. Why *do* news values matter?

**Because it is necessary to make judgments about what to include in a story and the order in which information is presented. (p. 22.)**

6. Why, then, is the lead of a story so important?

**If the writer doesn't get readers, listeners or viewers interested in the news story at its beginning, no one will read, hear or see it anyway. You should choose from among those criteria for newsworthiness the element that is going to attract the reader's attention. (p. 22.)**

7. How is the *inverted pyramid* composed?

**The traditional print journalism style of writing, it gives the story's most important information in the first paragraph, then works down through subsequent information in order of importance, paragraph by paragraph, until the least important information is given in the final paragraph. (p. 22.)**

8. What is the rationale for the inverted pyramid style of writing?

**In the past, the practice was to cut stories from the bottom, dropping elements of lesser significance to fit stories on the page or make room for last-minute breaking news. Now, the goal is to capture the attention of the quick-paced scanning reader. The first paragraph still has to contain the essence of the news story. Subsequent paragraphs should reveal the most significant aspects of the news story told in order of importance. (p. 23.)**

9. Different newspapers have different average lead lengths, depending on what appeal the newspapers have to readers. **A. True B. False** (p. 23.)

10. The first words of the first sentence of a news story are the most important and should be written in the same natural, plain, straightforward way you would say something. **A. True B. False** (p. 23.)

11. Straightforward leads presenting a brief statement of the most important aspects of the news event are called summary leads because they succinctly summarize newsworthy information. They are the most common leads for news stories. **A. True B. False** (p. 24.)

12. What is an “impersonal who” lead? When and why is it used?

**Rarely does a lead paragraph include the name of an average private citizen. Typically, only famous individuals are identified specifically by name, primarily because such names require no further identification. Print journalism news stories identify private citizens, unknown to the world at large, by first name, middle initial, and last name, as well as by age and street address or local area. Since such identifications are cumbersome, they are usually delayed to the second paragraph of the story. These “impersonal who” leads are also known as *delayed identification leads* or *blind leads*. (p. 24.)**

13. Writers should avoid non-news leads that state the obvious or relate the routine, as well as general all-purpose phrases that do not give a clear sense of what happened. **A. True B. False** (p. 25.)

14. What is a “nut ’graph”?

**Often found in a story with a feature lead, it is a paragraph that gets to the kernel of the news story, summarizing its significance to readers. (p. 25.)**

15. While following the AP Stylebook is important, don’t be too confined to style, especially regarding addresses, numbers, abbreviations and ages, because that gives your writing a distinctive flair that will make your story stand out, even if there is no byline. **A. True B. False** (p. 26.)

16. In writing an announcement of an upcoming event, the order is:  
a. Place, date, time.  
b. Date, place, time.  
**c. Time, date, place.** (p. 26.)  
d. None of the above; newspapers no longer carry announcement listings.

17. While accuracy is important, remember that you’re in competition with other media to rapidly report the news. Thus, if you’re not sure of something, go with it anyway; it can always be corrected in a subsequent edition of the paper. **A. True B. False** (p. 26.)

18. Use a variety of synonyms to give your writing a literary flavor; don’t repeat words when others may be found that have the same meaning. **A. True B. False** (p. 26.)

19. Because time is always at a premium, broadcast leads pack as many facts as possible into the opening paragraph. **A. True B. False** (pp. 26–27.)

20. An effective lead technique in broadcast writing is to use a question lead. People are used to this form because of all the commercials. **A. True B. False** (p. 27.)

21. Differentiate between a single act lead, the umbrella or comprehensive lead, and the chronological narrative lead. (pp. 27–28.)

**The single act lead—relating who did what or what happened—is probably the most common of broadcasts leads. It tells who did something, what happened, or when it occurred. The challenge is to hold back information from the lead, saving facts for later to keep audience interest, and to avoid the opening sentence becoming too complex.**

**The umbrella or comprehensive lead is often used in reporting meetings or related crime stories and ties together related events or incidents. A lead wrapping up several events draws listeners and viewers into the news report.**

**The chronological narrative lead, more difficult to write, describes events over time. It begins by telling the first thing that happened, then carries the story to its ending. Or, the latest event can be told first, then the beginning of the series of events to the end of the story**

22. What is a *soft lead* and why is it used in broadcast news copy? (p. 29.)

**Also called a *warm-up lead*, it's a gradual easing into the story, designed to catch a listener's attention and prepare them for what comes next. Less formal, more conversational, the way one person would relate facts to another, its goal is to orient and prepare them for what follows.**

23. Whenever possible, broadcast leads should begin with names: names make news; go with “who.” A. True B. False (pp. 29–30)

24. Don't begin broadcast copy with numbers, figures or facts crucial to the story. A. True B. False (p.30.)

25. Your text concludes the chapter by declaring that creation of a satisfying lead and an effective inverted pyramid story is “a worthwhile effort.” Why? What has been accomplished?

**News consumers have been given timely, useful information that is prioritized and coherently organized so that they can make sense of the world. At the same time, the reporter serves as a watchdog for our democracy, encouraging citizens to pay attention to their civic responsibilities. (pp. 30–31.)**