

CJC Communication Workshop 2023

NEWS WRITING

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What is News?

- **HARD NEWS** presents facts in a direct (frank) manner, leaves out writer's opinion and frills
- **FEATURES/SOFT NEWS** use a more easy tone and is descriptive. It appeals more to emotions but still leaves out the writers opinion

News Values

- Impact
- Timeliness
- Prominence
- Proximity
- Conflict
- The Bizarre/Unusual
- Currency

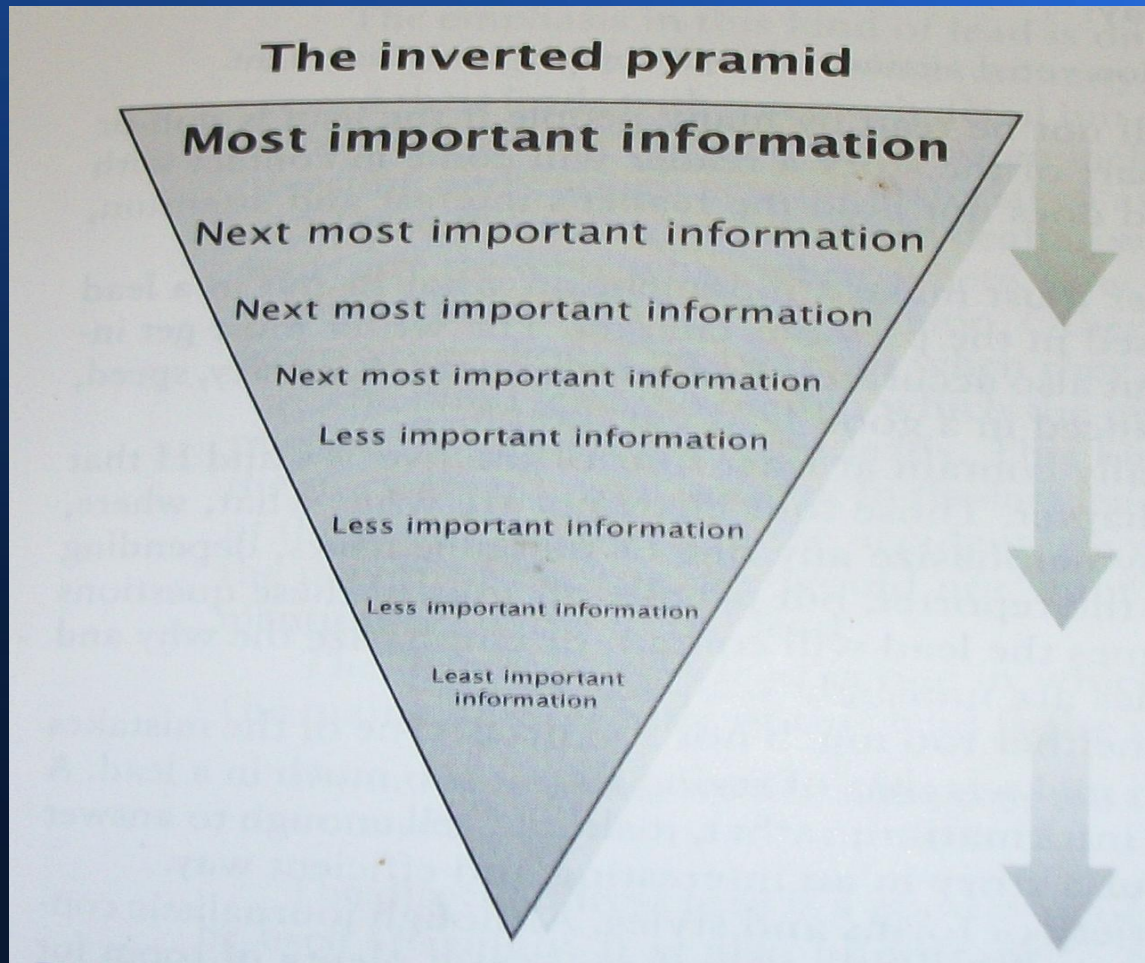
News Values Activity

- Adventist church leads outreach initiative in Santoy following triple murder
- Prime Minister of Jamaica Lauds Adventist Church For Online Worship Services During Pandemic
- Baby dumped in garbage bin after birth turns pastor

Inverted Pyramid Format

- The goal of a proper structure:
 - Get information to the reader quickly
 - Allow reader to move thorough the story easily
- Order in which most people read stories -
 - the headline
 - photo captions
 - the lead

Inverted Pyramid Format



Inverted Pyramid Format

Most important information:

- The lead- the first sentence in the story
 - tells who, what, where and when, sometimes mentions why and how
 - should hold the reader's attention
 - must be easy to understand
 - must be accurate
 - usually one sentence and about 35 words long

News Lead Example

Who? What? When? Where? (Why? How?)

- The Donald and Ceceline Taffe Foundation donated 50 cushioned chairs to the Seventh-day Adventist church in Palm, St. Catherine on Saturday, October 15, 2022.

The News Headline

Headlines are 'news stories in brief'.

- They:
 - must catch most important and interesting details
 - use words precisely
 - must be accurate
 - Must be short enough to digest easily
 - must be specific

News Headline Example

CJC Ordains Eight Pastors to the Gospel Ministry

Bellas Gate Seventh-day Adventist Church
celebrates 100 years

CJC Organizes Church at Ellen Street

News Headline/Lead Practice

Headline for a story written about the workshop today:

Lead for a story written about the workshop today:

Features

- Do not use inverted pyramid format
- Use an interesting intro to hook readers
- Feature intro can be descriptive, narrative among other styles

Feature Hook/Intro Example

DESCRIPTIVE

“Daddy, you a cry?” asked Lesa as she sensed the overwhelming emotions emanating from her father, Barrington Angus. (hook)

The family rests their heads in a far from ideal home in Kitson Town, St. Catherine. Life has not always been easy for them, but with each passing day, Angus would religiously burn wood to supply the coal market in a bid to provide for the needs of his family.

Feature Headlines

Strong personality feature headlines identify who the story is about and also give some context.

EXAMPLE:

Woman Power: Judith Forbes continues to give the best of herself to God's work

Quotes

- Not more than 2 to 3 (short) sentences long.
- Punctuation:
 - Quotation marks.
 - Punctuations that belong with the quote, inside the marks.
 - Punctuations that belong with the sentence outside the mark.

Quote Example

“We will show love and respect to every worker, member and the people that we serve throughout the CJC, Jamaica and the diaspora,” Barrett said.

- Simple Formula:

Quote + name/pronoun + verb of attribution

Quotes

- Strong (direct) quotes:
 - Controversial/hard hitting/strong statements
 - Explanations
 - Candid comments/ anecdotes
 - Opinions
- Verbs of attribution:
 - **Said**, noted, stated, announced, revealed, declared

Quotes

Sister Mattie:

- I am a member of the Family of God SDA Church and I love my church, dem help mi out a lot. Just last week, dem bring one bag a grocery wid flour and cornmeal and veggie chunks. A pure dumplin and chunks mi eat last week. It nice yuh si, a my church mek mi a eat good so. Tank God fi dem.
- Choose the best two sentences for a direct quote

Quotes

Paraphrases (Indirect quotes):

- What to paraphrase
 - general and background info, small clarifications
- Preserve meaning
 - Don't skew what the person said

Quotes

- I am a member of the Family of God SDA Church and I love my church, dem help mi out a lot. Just last week, dem bring one bag a grocery wid flour and cornmeal and veggie chunks. A pure dumplin and chunks mi eat last week. It nice yuh, a my church mek mi a eat good so. tank God fi dem.

Paraphrase:

- A member of the Family of God SDA Church, Sister Matilda Joseph says the church provides her with everything she needs.

Preserve meaning? Fix.

- A member of the Family of God SDA Church, Sister Matilda Joseph says the church provides her with ingredients for healthy meals.

Gathering Information

- Stored Sources
- Observation
- Interviews

Thanks!

THE END