

The What System

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(as taught to journalists)

What is the Story?

The Intro must tell the story in a nutshell.

How did it happen.

The explanation.

Amplify each

Intro point

in order.

Tie up

all the

loose

ends

■ **What** is the Story?

1. The Intro must tell what is happening.
2. It must be complete, concise and correct.
3. It should say Who does What, Where, When and How.
4. If this is done well, the first area is self-contained and can be used on the front page as a taster; or for a Stop Press Column

■ **How** did it happen.

1. What happens next?
2. Explain the story and give it the most important background information

■ **Amplification.**

1. Tell the story again by amplifying the points made in the intro. Take them one by one, in order of importance.

■ **Tie Up** loose ends.

Give additional or extra background information. +
Climax