# NEWS

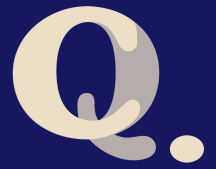## Writing News Segments for Audio

## Think of News as a "T.R.A.I.N".
### = True...Accurate...Interesting...& Informative...New

**Do NOT pass comment on bulletin pieces, just give the facts.**

## The top 10 Topics that everyone (there about's) is interested in :

| | | |
|---|---|---|
| **Consumer/ Technology** | **Environment** | **Entertainment** |
| **Crime/ Legal** | **Politics** | **Economy** |
| **Health** | **Sports** | **Education** |
| **Transport** | | |

## Bulletin Length:

**Most Bulletins are between 2 and 5 minutes long depending on the time of day and the station style. A full bulletin is likely to contain 6 or 7 stories, a couple of sport stories, some city news (if transmitting in weekdays during city hours), a travel and weather report.**

**For your info: 3 words take roughly one second to read.**

**Therefore a 3 minute bulletin should be approximately 540 words. Included with this will be audio cuts, which should be short and sharp.**

## Bulletin Order:

**The most important story goes first = the lead story.**
**It is normally the longest and should contain audio unless it is a breaking news story.**

**Never run the same item in two consecutive bulletins without changing it in one of the following ways:**
- **UPDATING it- involves the inclusion if new material.**
- **REFRESHING it- rewriting the same story so it doesn't sound stale, or presenting a different aspect of the story.**

## Content:
## Be aware the whoe
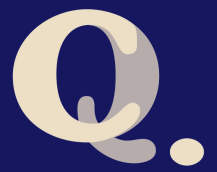
## Content:

Be aware the whole time of your target listener eg: there is no point leading a bulletin with a pop story when your target audience is an older ABC1 city profile (professionals).

- Eg: LBC is a LONDON stations= Unique selling point. What do Londoners want most to know about? (What affects them directly?)

Make sure all initials are explained unless they are common knowledge. Eg; WHO= World Health Organisation, but everyone knows who the RSPCA is.

Be careful when using colloquial terms, some might take offence.

## Questions to ask yourself to see if a story is relevant:

- Does the story affect our target listener?
- Is it relevant to London? (if looking at a London radio station)
- Is it current?
- Is it topical? - A popular issue.
- Is it unusual?
- Is it emotive? - Of human interest.
- Does it make history?

## TWO COMMON PHRASES heard in a newsroom:

## a) Return to Source- check your facts.
You must be clear on Names...Titles...Initials...Figures. If you are wrong in these simple areas then your whole station loses credibility and people will tune in elsewhere for the truth. Pronunciation is important too.

## b) If in doubt leave it out