

Types of Stories

Q&A

- Usually one short paragraph to intro the person or group the answers are from.
- Include as much wwwwhh info as possible
- Set the tone

The Lead

- Give background info
- The lead may also be presented in different locations according to design

The Lead

After winning the state bowling championship in Austin last year, Carlos Brown spent the summer working on his hook ball. The district meet is in two weeks, and he says he's ready.

Q&A Lead

- Questions should be in bold.
- Answers should be in normal style.
- The first mention of the paper use the full name. Then use abbreviations.
- Use the person's full name then last name.

Q&A Design

- The Q&A should sound like a conversation, so chat during your interview.
- Base the next question off of an answer from the previous.
- Ask questions everyone wants to know.

Q&A Interview

After winning the state bowling championship in Austin last year, Carlos Brown spent the summer working on his hook ball. The district meet is in two weeks and he says he's ready.

Q&A Lead

The Rider: So why bowling?

Carlos Brown: My mom and dad were on a league when I was young, and I would go with them every Thursday night. I remember getting to throw the ball after their games. I just learned to love the sport.

Q&A Example

Notice how the names are italic. Also notice the “I remember.” The interviewer probably asked what question?

R: Do you ever get made fun of for being on the bowling team?

Brown: Not really. My best friend, Jason Ellis, says it's a fat-man sport and it would be more fun to tackle your opponent.

Q&A Example

Notice how the answer wasn't only "not really." Answers should be long. Be sure to ask the next level of question.

R: But you're not fat. Are other bowlers on the team?

Brown: No. Not at all. For most of our team, it's their second sport, so they're lifting weights and running during a regular football or basketball season.

Q&A Example

Notice how the question was based off Brown's answer from before. Also the question stated a fact then asked a question. The question also includes the whole team rather than just Brown. Great coverage of the sport.

R: Is there a team spirit on the bowling team?

Brown: Kinda, yeah. We're more doing our own thing since it's not a team sport. But we do know who has the highest average.

Q&A Example

Leave in some of the chat words like “kinda” and “yeah.”

R: So who has the highest?

Brown: Me. Of course.

Q&A Example

Don't leave your reader wanting to know anything. The last question begged to know the answer. At times you can have a short answer – especially if it's between to long responses.

R: What's the worst thing about being on the bowling team?

Brown: No cheerleaders. It seems like no one knows we're here, and we're good. But I'd agree it's not the most exciting sport to watch, and you can't yell and cheer much.

Q&A Example

Again, the tone is set to be playful.

R: What happens if you don't win the state title again?

Brown: It's my senior year. I'd rather not think about it. I'm just having fun playing a sport I've always played.

Q&A Example

The last question should always sum up the interview.