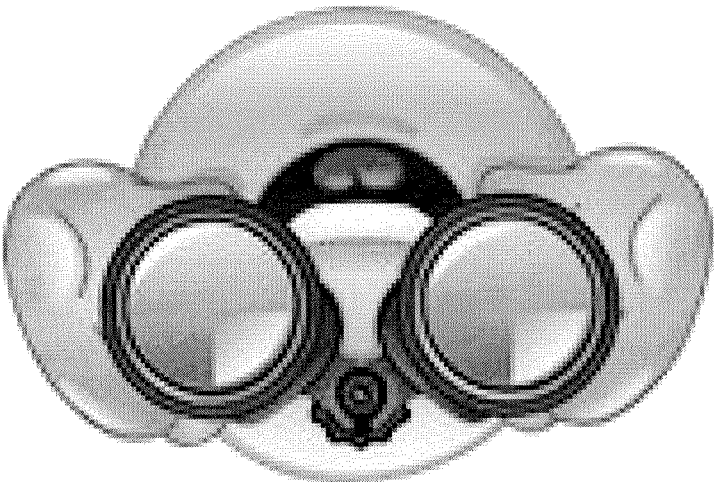


Elements of a News Report



- 1. **Headline**
 - Catches your attention
 - Sums up the story

- 2. **Byline**
 - Writer's name

- 3. **Placeline**
 - Where the story begins

- 4. **Lead**
 - The opening section
 - Gives most important information
 - Should answer most of the 5W's

- 5. **Detailed Body Paragraphs**
 - Supplies detail
 - Most important details come first
 - Simple true statements

- 7. **Quotation**
 - What someone actually said
 - Adds accuracy
 - Adds "at the scene" feeling

- 6. **Conclusion**
 - Lets the reader know the news report is done
 - No new important information is revealed