

# SPEECHES AND MEETINGS

**THE LEDE:** What was said or what action was taken. Who said it or did it (full name or descriptor)? When? Where? Significance -- who and how many affected? Change of stance? Why was action taken?

**2<sup>nd</sup> GRAF:** Support for the lede. Where? When? Additional identification of speaker(s). Maybe this where you explain significance or the motives. Outline conflict

**STORY TEXT:** The next several paragraphs should elaborate on the main topic. Explain and give context. Use the Concept / Quote method. Perhaps include bio information on speaker or reaction if appropriate.

**REACTION / OBSERVATIONS:** If any, include reaction from the audience or affected parties. Performance review of delivery, techniques, gimmicks, props. Good spot for quotes and any back and forth on topics that might have conflict.

**SUB-TOPICS:** Handle one by one according to news value, again using the Concept / Quote method. If the sub-topics are merely routine or undeserving of further explanation, perhaps they can be summarized in bullet form. Perhaps use other developments (related action)

**WHAT'S NEXT:** If known or appropriate. Helps move the story forward

**TIE-BACK:** Optional. If you didn't finish up on the main topic high in the story, you can tidy up with a few graphs lower down. Remember to use good transition

**ENDING:** Quotes are a good device. Maybe the what's next. A bullet summary is another good device.