

The Stand Story Outline

1. Lede

- Start with a real person
- Use human story
- Anecdotal beginning
- Great opening scene to get the reader interested/like they were there witnessing it
- Think of the story as a movie
- Supporting quote from the person, gets to the heart of the story

Use the 'tell a friend' method when deciding on a lede - After you attend the event, what is the first thing you would tell your friend about it? That detail -- what is most interesting or stood out -- is what will make the best lede.

Goals :: Be specific (too broad and you fail to be informative), keep it short and keep it active - by using strong verbs

2. Nutshell (the core, center) paragraph (#4 and 5)

- Context
- All the info
- Tells what the story is about
- Answers why I am writing the story for The Stand and not another pub.
- Answers why it is relevant, important, interesting or newsworthy NOW

3. Body

- Natural flow of the story
- Other sources
- Quotes from bureaucrats, organizers, other supporting people to the main source, etc.

4. Wrap up

- Back to the real person (thread of the story)
- Go back to lede character
- Circle back to where you started
- Always try to end with a quote

Additional tips:

- When interviewing a source, write down their name and then show it to them so they can confirm you have it spelled correctly
- Show don't Tell :: When you write think: D.E.A. -- Details, Examples and Anecdotes
- Note that good stories begin with ledes that grab a reader's attention. But coming up with the right lede is not always easy. Sometimes it helps to write the story first without the lede. Then add the lede at the end with what stood out most.
- When revising, read aloud -- this is the best way to catch mistakes and rework any awkward phrasing.