

What's in a Newspaper Report?

Headline

The title of the story - designed to summarise the story and grab the reader's attention.

Photo

The photograph needs to tell the story.

Lead

The important first sentence or paragraph that summarises the story and answers as many as possible of the 5 W's (**Who?** **What?** **Where?** **When?** and **Why?**) and H (**How?**).

E.g.
What? Japan won the Women's World Cup
Where? the final
Who? Japan
Why? won penalty shoot-out

Body

The full details of the news story. Each paragraph tells one part of the story.

E.g.
Paragraph One: lead
Paragraph Two: the match
Paragraph Three: the penalty shoot-out
Paragraph Four: what else they won

Spot-kick success



The Japan players start to celebrate after seeing the winning penalty hit the back of the net

JAPAN have won their first ever Women's World Cup, although it took a penalty shoot-out to decide the result in the final.

by Ian Eddy

Japan fell behind to the USA twice in the gripping match but, both times, they managed to pull level. Homare Sawa made the score 2-2 with just three minutes left to go in extra time.

The shoot-out went Japan's way right from the start, with Ayumi Kaihori saving two of the first three spot-kicks, and the USA's Carli Lloyd skying the second one over the bar. In the end, Japan won the shoot-out comfortably, 3-1.

"In the penalty shoot-out I just had to believe in myself and I was very confident," said Japan goalie Ayumi Kaihori.

Afterwards, Japan's playmaker Homare Sawa was awarded the Golden Ball for the tournament's best player, as well as the Golden Boot for the World Cup's top scorer. In total, she scored five goals and had one assist. Japan also won the FIFA Fair Play Award for being the most sporting team in the tournament.

Font

The style and size of type e.g. headlines are in large, clear font to hook the reader into the story, quotes can be in italics, bold or different colours to make them stand out.

Caption

The information in or under a photograph which explains what the picture is about.

Direct Quotation

The exact words someone uses. Quotation marks are always used. They are included to give the reader the viewpoint of someone involved in the story.

Columns

The vertical blocks of text into which a page of a newspaper is divided.

The Inverted Pyramid

The inverted pyramid report style has the most important information about a story in the lead paragraph. If your editor has to cut the last paragraph/s from the body text, your story should still make sense.



E.g.
Paragraph Four: what else the Japanese team won is the least important information in this story and could be cut