

• QUOTES

- Attribute all opinions.
- Attribute facts only when they are controversial.
- Use a variety of direct, indirect and partial quotes.
- Alternate direct quotations with transitional material. The transitions may contain indirect quotes and partial quotes.
- Don't quote the obvious.
- If a direct quote is very long or boring, use an indirect quote or a partial quote instead.
- Your primary source should be quoted more often than other sources.
- It is permissible to make minor corrections in grammar to prevent a speaker from sounding uneducated.
- To clarify a confusing or strange word or phrase within a quote, insert a translation between brackets.
- Add the word "sic" [meaning thus] in italics within brackets after words that are misspelled or used incorrectly in a direct quote from a printed source. This indicates the quote is exactly like the original source.
- Check potentially offensive or misleading quotes with your editor or adviser or the source before you include them.
- If possible, use a tape recorder so you will have a record of the interview.

• ATTRIBUTION

- Never use the words "when asked" or "in response to a question about" to lead into a quote. The story is not about you, so do not insert yourself into it.
In general, the attribution word is SAID.
Not SAYS, STATES, STATED. SAID.
However, there may be times when another word can be used:
 - Use asked when the source asked a question.
 - Use added only if a source adds to information already given.
 - Use stated only when a source read from a prepared text.
 - Use according to only when quoting a printed source.
- In general, place the attribution word after the source and any identification, such as grade:
"I live in a small town," Jo Smith, teacher, said.
- If you want to tell a little about the source besides his/her name and title or grade, place the attribution word before the source:
"My mom makes the best pies," said Ginger Peel, whose mother owns the Starlight Bakery on Dunbar Ave.
- If the information in the quote is more important than the source, use the attribution after the quote. (You will do this 99% of the time):
"I'm really tired of all the emphasis placed on the TAAS test," Lisa Smith, junior, said.
- If the source is well-known, you might want to place the attribution before the quote on the first reference:
Country singer Garth Brooks said, "This time I'm really going to retire. Honest. I really am."
- For direct quotes of multiple sentences, attribute after the first sentence:
"Journalism is my favorite subject," junior Sam Thomas, said. "In fact, I want to be a newspaper reporter after I graduate."
- If the quote is a long sentence, or if it is the last quote in the story, place the attribution at the first natural break in the thought:
"I thought I could do it," Linda Rogers said, "but I never thought I'd do it that well."
- The speaker's exact words go inside the quotation marks.
- The end punctuation (period, question mark, exclamation point) goes inside the last quotation mark.
- When the attribution comes after a direct quote, use a comma to separate the quote from the attribution.
- When the attribution comes before the quote, place a comma after the attribution word.
- If a question mark relates to the sentence and not the quote, place it at the end of the sentence outside the quotation marks.
- Use single quotation marks to indicate a quote inside a quote.
"I heard her say, 'Keep moving,' but I knew there was no where to go," Mike Taylor said.

- Begin a new paragraph with each quote and with each transition.
- Leave off the closing quotation marks at the end of a paragraph if the quote continues in the next paragraph.
- If a quote is a complete sentence, begin it with a capital letter. If it's not, don't.

Writing the LEAD

Striking statement

Short, snappy statement intended to surprise the reader.

“ Paris Hilton lived a middle-class life in Bay last week.”

“ You don't have to look far to find discrimination in Bay Village.”

Contrast

Plays up opposites or extremes.

“ Snow still covers the ground, but practice for spring sports is in full swing.”

“ Jimmy Cahoon dropped out of school after the sixth grade, but now he is one of Bay's wealthiest citizens.”

Literary or historical allusion

Uses reference to history, literature or popular culture to help reader identify with the situation to be explained in the story.

“ Like the story of David and Goliath, tiny Avon High School defeated St. Ignatius, the state's reigning football giant.”

“ Vermilion's state championship hopes sank quicker than the Titanic when Terry Kirby broke his ankle in the first quarter of the regional semi-finals.”

Suspended interest

Entices readers to continue reading by slowly adding or inserting interesting surprising facts into introduction, or using sly, humorous references or information to whet readers' appetite or tease reader's curiosity.

“ Suzanne Kwan was involved in a two-car, one-bicycle, one-snake accident in late October.”

- **Quotation**

Gets main character(s) of story into the opening immediately. (Even the best writers have a hard time with this one. Paraphrase or partial quote works much better in the lead paragraph.)

- “ Unless there is a dramatic improvement in student behavior, we soon will be forced to resort to corporal punishment and torture,” said senior Larry Johnson, who was acting principal in last week's Student Government Day.

- **Descriptive**

It yields a swift, clear picture of the scene, the individual, the emotional state or the perception which the writer wishes to set forth.

-
- The four o'clock bell blares throughout the building followed by the trample of students' feet pounding down the halls. Soon all is quiet and the dust begins to settle, but just for a moment. It is not long before the dust, candy wrappers, broken pencils and other trash are whisked away into a dustpan with the swish of a broom guided by an experienced hand.
- The students' day is over, but custodian Jim Miller's was just beginning.

By JANE MEREDITH ADAMS

They met through video dating, when the sight of his muscular build drove her so wild she smacked kisses all over the monitor. Never mind his rowdy past, his other mates, his penchant for projectile vomiting when annoyed. True love forgives.

Now the young couple would like to start a family -- part animal urge, part science project. For she is Koko, the world-famous gorilla. A two-time National Geographic cover model, she wowed the public in the 1970s by learning to communicate with humans using American Sign Language. Researchers have higher than usual expectations for the

mating of Koko and her muscular intended, Ndume, from the Brookfield Zoo outside Chicago. Eager to understand animal intelligence, scientists are hoping to discover whether Koko will teach her offspring to use sign language.

Making a World of Difference

CHECKLIST FOR LEADS

By Bobby Hawthorne

Director, Interscholastic League Press Conference

- Does the first word or phrase tell the most important idea in the story?
- Does the lead begin with specific, interest-arousing words?
- Is the WHO told, with the full name and a descriptive title or phrase included?
- Is the WHAT and WHAT HAPPENED up to date, emphasizing the current or future angle?
- Are the WHEN and WHERE answered in the lead but subordinated to more important information?
- Are the HOW and WHY given a prominent place in the lead, if appropriate?
- If the lead is 30 words or more, has it been broken into two sentences or paragraphs for easier reading?
- Does the lead catch the spirit of the story? Does it create the proper tone, such as serious or light?
- Is the lead free from spelling, style and grammar errors?
- Are all names spelled correctly?