

How to adapt a story for different media

True for all	Print/Web	Radio/Podcasting	Television
Focus on why the story matters to audience	Hook = headline	Hook = sound bite: Write for the ear	Hook = image (movement, locale, action, color)
Immediately answer who, what, where, when, why, how	First paragraph must contain hook and crucial information.	Think "hip-hop haiku": Lively rhythm, attitude. Use short sentences and a conversational style that's easy to remember. Be real, be yourself.	Words and images should complement each other, not repeat the same idea.
Keep it simple, but give sources for detail	"For more information" in last paragraph or sidebar	Repeat phone numbers and website twice	Phone number and website should appear on-screen
Supporting materials (high quality)	<ul style="list-style-type: none"> Photographs Web: Audio, video 	<ul style="list-style-type: none"> Spokesperson who's willing to be quoted on-air Live or taped interview Relevant music, sound effects 	<ul style="list-style-type: none"> Person who will appear on TV Live or taped interview Music, sound effects, video
<ul style="list-style-type: none"> Pitch idea to editor, writer, or producer (target the right person and get the best time to call) Or send copy (news release or script) 	Single-spaced release with double-space between paragraphs	<ul style="list-style-type: none"> Read copy aloud. Ask someone else to read it aloud to identify tongue-twisters and phrases that are hard to understand. Avoid unusual turns of phrase and inverted syntax. Your listener only has one chance to get the message. Homonyms can also befuddle listeners: Is it "the 30-second sale" or the "32nd sale"? "Which" or "witch"? Use alliteration and rhyme sparingly; either can sound cutesy. Avoid stringing together single words that are, in combination, compound words. This can be confusing. For example, "dump out standing water" could be heard as "dump outstanding water." If you're producing the segment: Double-space the script and use 18-point type. Provide the word count, title of spot, pronunciation of names or any tricky words, and cues for video, music, and sound effects. Test your timing. 	
Offer a media contact	<ul style="list-style-type: none"> Person who can be easily reached and will respond in timely fashion (provide email, phone, cell phone) Media contact should be able to provide additional info, so give that person background, such as statistics, highlights, quotes 		
Proof carefully!	Make sure that names, phone numbers, dates, times, locales, and URLs are correct		