

# Writing news stories

*Katie Elles*

*Public Information Officer*

*Strategic Communications & Advocacy Section*

# Outline

- Key elements of a news article
- Quick tools
- CRVS news story example

# Key elements

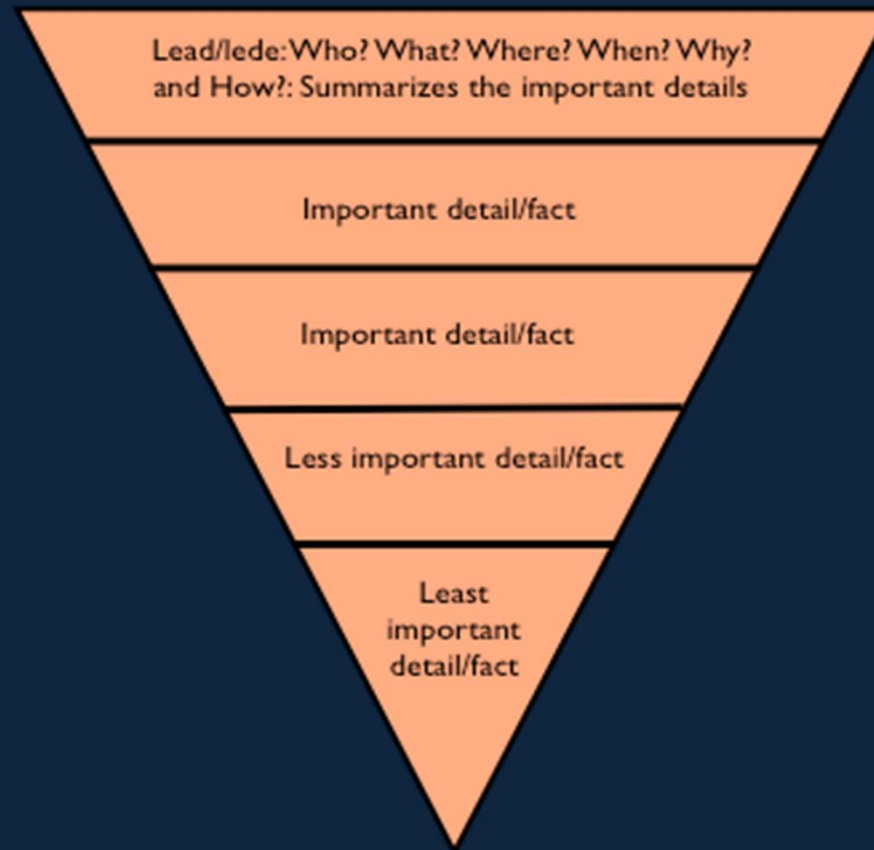


# 5Ws and the H

- Who is the story about?
  - What is it about?
  - Where did it happen?
  - How did it happen?
  - Why is it important?

# Inverted Pyramid structure

## Inverted Pyramid



# Language

- Simple, clear, jargon free
- Visual
- Positive, active
- Killer facts

# News item example

## President declares 2015-2024 as CRVS decade in Philippines

President Benigno Aquino III officially declared the years 2015 to 2024 as the “civil registration and vital statistics decade” in the Philippines.

In the declaration, President Aquino urged all relevant national government agencies – namely health, civil registration and statistics - to strengthen and improve Civil Registration and Vital Statistics (CRVS) activities. He also called on the private sector, development institutions and the greater public to actively participate and support all programmes related to the “Get every Pinoy and Pinay in the Picture” initiative – a Philippine offshoot of the “Get everyone in the Picture” regional initiative in Asia and the Pacific.

The pioneering declaration by the President of the Philippines is testimony of the value placed on complete and responsive civil registration systems in achieving inclusive, equitable and people-centred development. The initiative follows the historic outcomes of the first Ministerial Conference on Civil Registration and Vital Statistics in Asia and the Pacific, held in November 2014. The Conference realized the Ministerial Declaration and Regional Action Framework that aims to accelerate efforts to realize the shared vision that by 2024, all people in the region will benefit from universal and responsive CRVS systems that facilitate the realization of their rights and support good governance, health and development.

Thank you