

## Chapter News for Media

(Chapters: We encourage you to notify newspapers, radio, and television in your communities and advertise your accomplishments, news and programs)

USE THE "INVERTED PYRAMID" STYLE OF WRITING:

*Thanks to:*

Professor Veronica Ross  
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The inverted pyramid refers to writing the most important information in the top paragraph, the next most in the second paragraph, the third most, etc. as you move down the article. That way, the WHO, WHAT, WHEN, WHERE, and WHY all appear in the first paragraph of any article (newspaper, magazine, newsletter, etc.), and the rest of the article is further explanation of those first five points. If an editor lops off some of your article, then the major information is still there. FOR EXAMPLE:

Eight members of the Delta Kappa Gamma International Lambda State Communications Committee met Monday afternoon at Richland College in Decatur, IL to formulate the year's plan. ***(The who, what, when, where, and why are all stated here.)***

Chairperson Margaret Peterson of Villa Park chaired the meeting and instituted an overall plan to contact all Lambda State chapters during September, December, March, and June. Each committee member was assigned 12 chapters to oversee. ***[I've taken one aspect and further explained it in paragraph two.]***

The Communications Committee is made up of Veronica Ross, Greenville; Pat Long, Gillespie; Jean Tulin, etc. etc. etc. ***[In paragraph three, I took another aspect of paragraph one and further explained it.]***

Delta Kappa Gamma International is an organization . . . . ***[I've taken another aspect and will explain that further here, but if it were removed from the article, it would not make any difference.]***

Usually these paragraphs go in descending order and

get less and less vital to the original paragraph as they go down.

Write crisp, clean, clear thoughts. There should be no use of the word VERY, no adjectives or descriptors that are not a necessity, and no fluff.