How to create an interesting news story

Creating an interesting news story requires a combination of factors such as a newsworthy topic, compelling writing, and effective storytelling techniques. Here are some tips that can help you create an engaging news story for One Stockport.

It will help if you think about some of the following items, relevant to you and your organisation, to include and help to build your story.

For instance, if your story is about your team climbing a mountain to raise funds for charity:

* Why did you undertake the challenge? *funds and awareness?*
* Why that particular charity?
* What motivated you and the team? *Is someone in your team associated with the charity?*
* Who took part?
* What happened on the day?
* Include quotes from people taking part in the event / the charity
* How much did you raise?
* How will your funds impact on / help the charity?
* What’s next?

For more generic news stories, think about the following:

1. Choose a newsworthy topic: A good news story should be based on a topic that is timely, relevant, and interesting. *Look for the local / One Stockport angle*
2. Do your research: Once you have identified your topic, research it thoroughly. *This can involve conducting interviews, gathering data, and reading up on relevant background information.*
3. Find a compelling angle: Your story should have a unique angle that makes it stand out from the crowd.
4. Use a strong lead: Your opening paragraph should be attention-grabbing and draw readers in. *Consider using a hook, an interesting fact, or a provocative statement to pique readers' interest.*
5. Use clear and concise language: *Your writing should be easy to understand and free from jargon or technical terms that your audience may not be familiar with.*
6. Use quotes: *Including quotes from sources can help to add depth and personality to your story. Make sure to attribute quotes to the correct person and include relevant context.*
7. Use visuals: *Including relevant images or videos can help to bring your story to life and engage readers. Ideally, images should be landscape 1000 px wide X 600 px deep.*
8. Use social media: *Promote your story on social media platforms to increase its reach and engagement.*

By following these tips, you can create an interesting news story that captures readers' attention, keeps them engaged from beginning to end and that they are likely to talk about and share.

If you need any help or advice, please contact [helen@marketingstockport.co.uk](mailto:helen@marketingstockport.co.uk)