Broadcast Writing

Creating Viral Moments: The RIGHT Way
* Anchor stories
* On-location stories
* Man-on-the-street interviews
* Voiceover stories
Tell us a story...
* No inverted pyramid
* Tell story like you would tell someone else
* Use shorter, more concise sentences
* Keep it simple (round off numbers, offer fewer details)
Make sure there is a STORY – compelling. You must have your nut graf … SO WHAT?

Look for “viral” moment (in radio it’s called a “driveway moment”) – people will stay to watch and want to share
* Replace “to be” or “was” verbs with action
* Turn around sentences
* Get rid of prepositions
* Error-free copy: a producer or editor shouldn’t have to edit your work in broadcast
* Look for “viral” moment – people will stay to watch and want to share
* Think about background
* On location: explain where you are and make the most of it
* Talk into camera
* Think about pronunciation and articulation