

**Writing for Radio,
Feature Story &
News Stories**

Learning of writing scripts for Radio

- **Radio is a hearing medium.**
- **stories selected for their “ear appeal” and ease of understanding**
- **companion medium - doing something while listening**
- **Instant Understanding**

Objectives

- **1. To develop skills in writing the script for Radio talk**
- **2. To record the Radio talks**

Materials required

- **White paper**
- **Pen/pencil**
- **Subject matter**
- **Mobile Voice Recorder App**
- **Speaker to play Recorded voice**

Script Writing - Selection of message

- a) Will the message be **helpful & useful**?
- b) Will it **contribute** to the local extension program?
- c) Is it used on radio as part of a **multiple exposure** approach, joining forces with other communication media?
- d) Will the intended audience be listening at the **time** the story is aired?
- e) Does the story have **mass audience appeal**?
- f) Is it a good **ear story**?
- g) Will listeners understand the story or is it too **technical /complicated**?
- h) Will they **take action**?
- i) Will there be **change in behavior**?

Organizing Radio Script

- Use **ear catcher**
 - Start with an unusual fact /curiosity arouser /interesting idea / tough provoker / challenging statement
 - Timeliness / important
- Be **informal** as people talk
- Use **familiar** words
- Use **short** sentences / paragraphs
- Handle **figures** carefully (Round off / percent / comas use words)
- Don't use **abbreviations** - a.m or p.m
- Don't start with **digits**
- Avoid **passive** voice

Instructions

- **1. Select the message for writing radio script according to guidelines provided**
- **2. Get approval of the message, the student will write the script for radio talk**
- **3. Record the talk for 5 minutes**

Evaluation

- **Appropriateness of message**
- **Organization of message**
- **Quality of recording**
 - **Appealing to hear**
 - **Informal talk**

WRITING FEATURE STORY FOR NEWSPAPER / MAGAZINE

- **Feature story is factual, may be a story of explanation, interrelation, description or discussion, its purpose may be to tell something. people need to know. How something is done, or how some on else has done something.**

Collection of facts or information for the feature story

- Does this information have **value** for the reader?
- How much would it **cost** to put recommendations into practice?
- Is it worth the cost?
- How much **return** will accrue from the investment?
- **When** should advice be followed?
- How **long will it take to reach** the recommended goal?
- Is it **practical and feasible**?
- Have **dependable** people been the innovators?
- Is it possible to **see**, as well as to **read** about, the **results**?
- Is the story **convincing**?

Writing Technique

- **The lead**
 - The first paragraph of the feature story must have the readers interests pull that is mandatory in the news story.
 - The reader's interest must be nabbed, if the writer is to lure him through the paragraphs that follow.
- **While writing the lead of first paragraph remember the following steps:**
 - Use plan statements of facts.
 - Start with a quick round up of major facts of the story of its central idea summaries for the reader's acceptance or rejection.
 - Use striking.
 - Cite direct quotations.

The body

- organize the paragraphs (the body) into logical and convening narrative that will sell the funds on the value of recommendations and suggestions.
- The length of his story is first based on the **materials** and the **policy** of the publication for which he is writing.
- Usually 600 words are what newspaper editors can use.
- There is **room** in a feature story for **flights or fancy**, since the reader wants facts not restricted

Use of illustrations

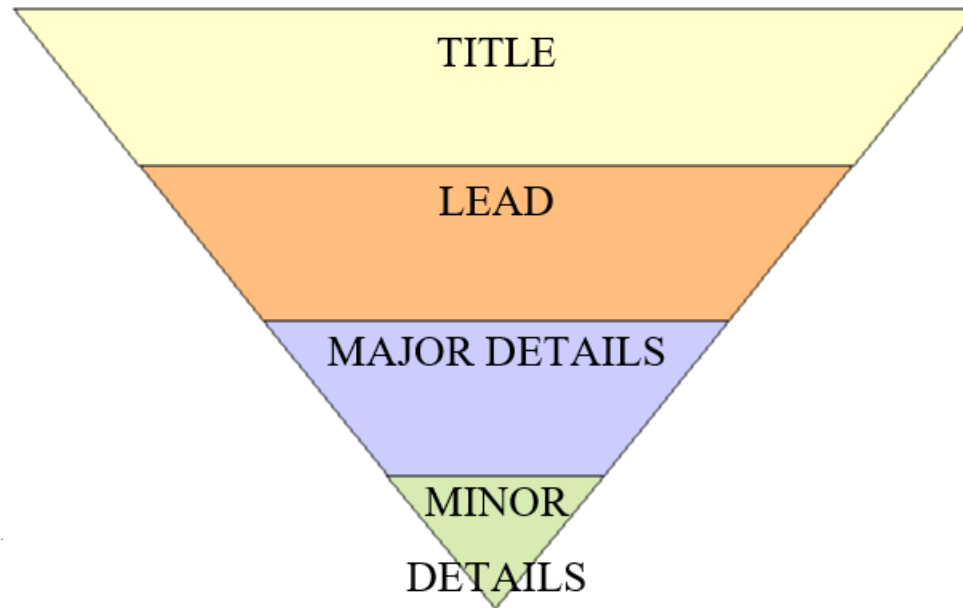
- **Pictures have tremendous render – interest appeal.**
- **The pictures must be story, glossy print, definitive, must tell the story and appropriate to the story.**

NEWS STORY

- News is any new idea, event, situation or development which interest's large number of people is commonly considered as news.
- News has to be unusual people are more concerned with news that affects themselves, their families, their neighbors, their community and their community and their village.
 - Ex: - Innovations in agriculture reduces the cost of cultivation, high yields in crops, etc., Meetings, demonstrations, exhibitions, krishi melas all have special interest to the farm people.
- A good news writer should have interest in farm people, curiosity about them, their affairs and problems.

Inverted pyramid structure of News Story

Writing news story – graphically follows inverted pyramid structure.



Essentials of News Story

- Title should be very **attractive**.
- Lead catches **reader's interest** and briefly gives important facts.
- News story also answers to the **5 W's and the H**.
- **Who** - Farmer / extension worker / scientist
- **What** - Practice
- **Where** - Place
- **When** - Season / time
- **Why** - Net income or drought condition
- **How** - Details of cultivation