

# Writing the Speech or Meeting Follow Story

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The speech or meeting follow story reports on the event in detail. It is longer than the advance story, which means it is harder to write.

The follow story has these characteristics:

- A central point
- Is well-organized

Three ways to organize the story:

1. If a speech or meeting involves several major topics, select one or two and summarize them in the lead. Summarize the remaining topics in the second and third paragraphs. Discuss the topics in the order of importance.
2. If a speech or meeting involves several major topics, select the most important and summarize it in the lead. Provide brief transition, then briefly describe the meeting's other major topics, using bullets to introduce each of them. Use parallel construction for your bullet point items.
3. If a speech or meeting involves one major topic and several minor topics, begin with the major topic. After thoroughly covering it, use bullets to introduce summaries of the minor topics.

***For your follow story:***

- *Use inverted pyramid style.*
- *Vary the location of attribution.*
- *Use good transitions from one idea to another.*
- *Make sure the information you report is easy to understand.*
- *Clarify jargon.*
- *Check facts.*
- *Add color.*

Write an effective lead:

- Make sure your lead is specific enough that it contains the most important news. The news is what was said or done about the issue(s) considered by the speech or at the meeting.

Other tips:

- Don't report the story in chronological order. Put the important stuff first.
- Write in inverted pyramid style.
- Quotes do not have to be in chronological order either.
- Vary the location of your attribution within your sentences. Don't start every paragraph with the speaker's name and attribution.
- Be sure to include good brief transitions from one idea to another that show readers how ideas connect. The transition should summarize the new topic by giving its most important and interesting details.
- Write with your readers in mind. Make sure readers will understand how the news affects them.
- Clarify jargon or rephrase it giving specific details.
- Check facts.
- Add color: report what you hear and describe what you see, including audience response, if appropriate.