INDEX

Accuracy in news gathering, 99
checking against errors in others, 168
verifying data, 294
in writing, possible errors, 152
Adequacy, gather more than enough ma­
terial, 100
Advance stories for meetings, 158
in publicity work, 400
Agricultural journalism, types of employ­
ment, 8
Associated Press, 86
Attributive phrases for quotations, 160
Beginnings of news stories (leads), 110
examples, 114 et. seq., 307 et. seq.
of feature articles, 306
Books, bulletins, and other publications of
value to reporter, 377
Campus as news center, 39
typical campus news tips, 43
Centers of news and information, 67
Columns, briefs, writing of, 225
examples, 227
Confession stories, 252
Confidences, respect for, 405
Content of newspapers, magazines, analy­
ses, 77 et seq.
Convention stories, 154; see also Meetings
Copy, preparation of, 145
Copyright, 408
Crediting sources of material, 404
Diction, in news writing, 147
in feature writing, 330
Engineering journalism, types of employ­
ment, 8
Engineering and technical publications
and use of news presentation, 202
Equipment of reporter, 89
Ethical and legal aspects of journalism, 403
confidences, 405
crediting sources of material, 404
fictioning, 405
libel, 407
plagiarism, 406
sale of rewritten articles, 404
sincerity of purpose, 403
writer’s duty to editor, 404
Examples of news and feature writing; see
index for types of stories
Experience story as news, 210
examples, 217 et seq.,
finding material, 211
writing, 215
Farm publications, change style of presen­
tations, 198
survivors of competitive process, 199
undergo evolution, 199
Feature article, 235
classified as to source, 245
classified as to subject matter, 246
comparison with news story, 237
definition of, 236
experience feature story, including its
three types, 250
feature and news story compared in
parallel analysis, 241
general information feature story, 253
news-feature story, 247
personality feature story, 254
place in technical journalism, 235
process feature story, 248
types of, 245
Feature story, gathering material for, 272
for experience story, 277
files, for material, 273
first-hand information sources, 282
of first importance, 272
human interest sidelights, 292
for information feature, 281
interview methods, 284 et seq.
Feature story, gathering material for — continued
* interviews to secure materials, 283
* maintain inquiring attitude, 296
* mechanics and tools of gathering material, 273
for news-feature story, 280
for personality feature, 281
procedure—a reporter on the job, an example, 274 et seq.
for process story, 279
records and reports as sources, 292
verifying data, 296, 294
Feature story, writing the, 300
* first draft, 303
* outline for story, 302
* practical suggestions, 331
* preliminary planning, 300
* questions to be answered before writing, 301
* revising first draft, 304
Feature story beginnings, 306
* examples of good beginnings, 310
* functions and essentials of good beginning, 309
* must be interesting; examples, 306 et seq.
Feature story examples, 333 et seq.
Feature story style, 327
* diction, 330
* imagination, 328
* originality, 327
* other elements, 329
* personality, 328
* suspense and drama, 330
Feature story subjects, 256
* finding subjects for, 264
* readers interest analysis, 257
* subject tests, 258
* surveying field for subjects, 264
* tips for subjects, 262, 265
* writer's field of experience and knowledge as subject source, 262, 263, 267
Feature story titles, 323
* essential qualities, 324
* examples of good titles, 324, et seq.
Fictionizing, 405
Filing feature story material, 273
Follow-up on meetings, 173
* in publicity work, 400
Free-lance writing, 16
Gathering material for news and feature stories; see news and feature headings
General information feature story, 253
Government publications as sources of material, 377 et seq.
Home economics journalism, 8
Human interest quality in news, in feature material, 293
Imagination in feature stories, 328
Information as news, 195
* changes in content of newspapers, magazines, technical publications, 196 et seq.
* engineering journals, adopt news forms, for information, 204
* evolution of farm publications, 198
* illustration of news quality in technical information, 204
* increasingly cast in news form, 195 et seq.
* news quality in technical information, 203
* women's magazines, adopt news forms, for information, 204
Information story, writing in form of news, 207
* examples of short news, experience stories, 217 et seq.
* gathering material for experience stories, 211
* news-experience story, 210
* news information story, 209
* two types, 207
* writing news-experience story, 215
International News Service, 86
Interview, basis of gathering story material, 175
* also basis for special types of stories, 175, 283
Interviewing requires skill, 181
* certain aptitudes required, 182
* general suggestions, 290
* opening the, 287
* reporter's technique in interviewing, 94 et seq.
* special problems in, 96
* time and place for, 283, 284
Interview news stories, 375
* examples, 180
* examples of news interviews, 177
### INDEX

**Interview news stories—continued**

- news interview story, and its characteristics, 175, 176
- personality interview story, 180
- two types, definition, 175
- use of interview stories, 183

**Journalism, a broad profession,** 7
- forerunners of, 19
- function in democracy, 20
- service of to society, 21
- technical, training for, 7 et seq.

**Journalism, technical; see Technical journalism**

**Journalism training, value in other professions,** 12

**Leads, news story,** 110 et seq.
- detailed index under news story leads
- feature story, beginnings, 309
- meeting story, 110; see also News story leads

**Libel,** 407

**Library, or morgue,** 377 et seq.

**Literary forms in writing compared with news form,** 102, 103 et seq.

**Magazine content, staff organization,** 77
- evolution of content, 196

**Manuscript, preparation of,** 387
- keeping record, 390
- sending away, 388

**Markets for manuscripts,** 388

**Meetings, bulk large in news,** 156
- advance stories for, 158
- convention, as special kind of meeting, 164, 167
- follow up, 173
- publicity for, 172
- reporter's technique in covering convention meeting, 155, 169, 170
- two types of meetings, speech meeting and meeting of association, society, club, or general public gathering, 158
- typical meetings, 156, 157

**Meeting, with speech as principal feature—continued**
- speech story follows news forms, 167
- taking speech notes, 161
- use of direct and indirect quotations, 164
- writing speech story, 163

**Meetings of conventions or other gatherings of associations, or general public meetings,** 167
- accuracy is important, 168
- discrimination as to value of varied meeting activities, 169
- gathering essential material, 168
- lobby harvest, 169
- watching activities of leaders, caucuses, committees, 170

**Meeting story, writing; technique varied to fit many different conditions,** 170
- examples, 171, 172
- problem is largely one of selection of material, 171
- pyramid arrangement most common, 171

**Morgue,** 377

**News, body of,** 133
- chronological arrangement, with examples, 136
- inverted pyramid, with examples, 133 et seq.
- no fast rules, 133
- suspended interest arrangement, with examples, 137
- three straight news arrangements, 133

**News experience story; see Experience story**

**News, functions of,** 19
- of campus, 39 et seq.
- characteristics of, and analysis: a happening, 22; unusual, 23; importance, 25; nearness, 26; newness, 27; interest, 29
- definition and analysis of, 21
- evaluation of, 37
- expected and unexpected, 35
- factual and objective, 35
- fundamental news appeals, 31
- human interest quality, 30
- a social force, 20
- spot news, time news, 48
News gatherer as interviewer, 94
accuracy of facts, 99
adequacy of facts, 100
approach to persons of consequence, 94
conducting the interview, 96

News gathering agencies, 83
methods, 86

News gatherer at work, 86
establishes helpful personal relationships, 93
gets his assignment, 87
his equipment, 86
his method or technique, 87, 88
his news sense, analysis of, 89
keeps informed, 93
maintains broad interests in events and information in his field, 93
puts aside his prejudices, 93
score card for judging news gatherer, 90
understands his field, 92

News information story, 210
News interview story, 375

News, ramifications of, 59
examples of ramifications, 61
has many aspects, 60
interrelationships, 64

News sense, analysis of, 89

News, sources of, 67
centers for news and information, 67
individuals, as sources, 69
national and international sources, 73
organizations as sources, 71
state-wide news sources, 71
survey of fields, 73

News of special fields, 46
two broad divisions as to common or special group appeal, 46

News story lead, 110
big fact or cartridge lead and examples, 126
definite form of is product of logic of news presentation, 110
grammatical variations give interest to lead, examples, 123
grouped fact lead, examples, 128
question, use of for lead, examples, 126
quotation, use of, for lead, 125
straight news lead, three types, 110
summary lead feature, choice of, 116
summary news lead, examples, 111 et seq.
suspended interest lead, examples, 130

News story structure, 102
based on instinct as old as time, 102
characteristics of news form, 105
differs from literary forms, 103
evolution of news story technique, 104
examples and analysis, 107
miscellaneous types, with examples, 139
typical form of, 106

News story writing, exemplified by a reporter, 142
adopting a plan for story, 143
analysis of problem, 143
avoid writing down to reader, 150
copy preparation, 145
diction, examples, 47
make story accurate, 152
make story practical, 151

Newspaper content, daily, 79
Newspaper staff organization, 81

Newspapers, change in policy as to technical news, 195

Photography by amateur, 358
cameras, 358
copyright, 373
equipment to increase efficiency, 361
help from books and bulletins, 366
picture composition, what to get, 367
problems of, 361
scope of picture, 370
suggestions for beginners, 370
what constitutes good picture for illustration, 374
Plagiarism, 406
Printed source of Information, 377
Process stories, 248
gathering material, 279
Publication of manuscripts, 387
mailing manuscript, 388
markets, 389
payment, 389
Publications, partial list of technical and scientific journals, 381
Publicity and public relations, 392
distinction between free and paid matter, 395
newspaper relationships, 393

Querying editor, 269
Quotations, use of, in speeches and interviews, 164
introducing quotes, 166

Reading, as part of training for writing, 93
Recording notes, 99
Release dates, 406
Reporter as news gatherer, 86
essential qualifications of, 89
gathering feature material, 272
score card for, 90
technique of, 92-100
Reports, technical or research, 185
Research papers or reports, 185

Routine news forms, 189
familiar types, 190
gathering methods, 192
market reports, 191

Science, news in field of, 50 et seq.
Seasonableness of features, 258
Sources of news; see News sources
Speeches and speech meetings, 160; see also Meeting story index
Style, in writing, 327 et seq.
Subjects for feature stories, 256
Summary lead, 111-14
Survey of news fields, 73
Syndicates, 84

Technical journalism and its field, 7
positions possible, 8
training required, 7
useful to three groups, 11
value in other fields than journalism, 12
Technical reports, 185
Technical writing, training for, 7
Titles for feature stories, 323

United Press, 86
Women's magazines, 202
Writing, the problem, 3
structure; see News and feature stories
tools of writing, 4
Writing for money, 15