

# Words and Writing

Mod 7, Part 4

## Lead and Copy Writing

Student's Name: \_\_\_\_\_

We all love a good story. A good story in a yearbook is not about the club, event, or sport. Writing about a talent show or Key Club or English class makes a dull story. Instead, focus your story on a person or on a few people. Rather than writing a summary list of the activities of the Spanish Club, pick a moment that tells the story of what made the Spanish Club different this year. Use photos, captions, and sidebar coverage to tell the rest of the story.

### Assignment:

**Part 1:** Use the brainstorming web below. To help you determine what you know and what you want to know about a topic, complete the brainstorming web and then write a short story for your yearbook. Begin with a general story topic at the center and who, what, when, where, why, and how in the six secondary boxes. Fill in the details of what you know and then the last circles can be filled with questions and information you need to find. Then you will write a short story for your yearbook.

Story Idea First Traffic Ticket

Who: Senior Allen Hall

What: Speeding- got a ticket in a 65 zone

When: September 28, 2020 at 4:00 PM

Where: Going 85 mph down Interstate 40 trying to get to work on time

Why: Just started a new job and was trying to get to work so would not be fired

How: Left school after cross country practice and only had 10 minutes to get to work and was 15 minutes away

What other questions would you like to ask? Write your questions here or on the outer bubbles below.

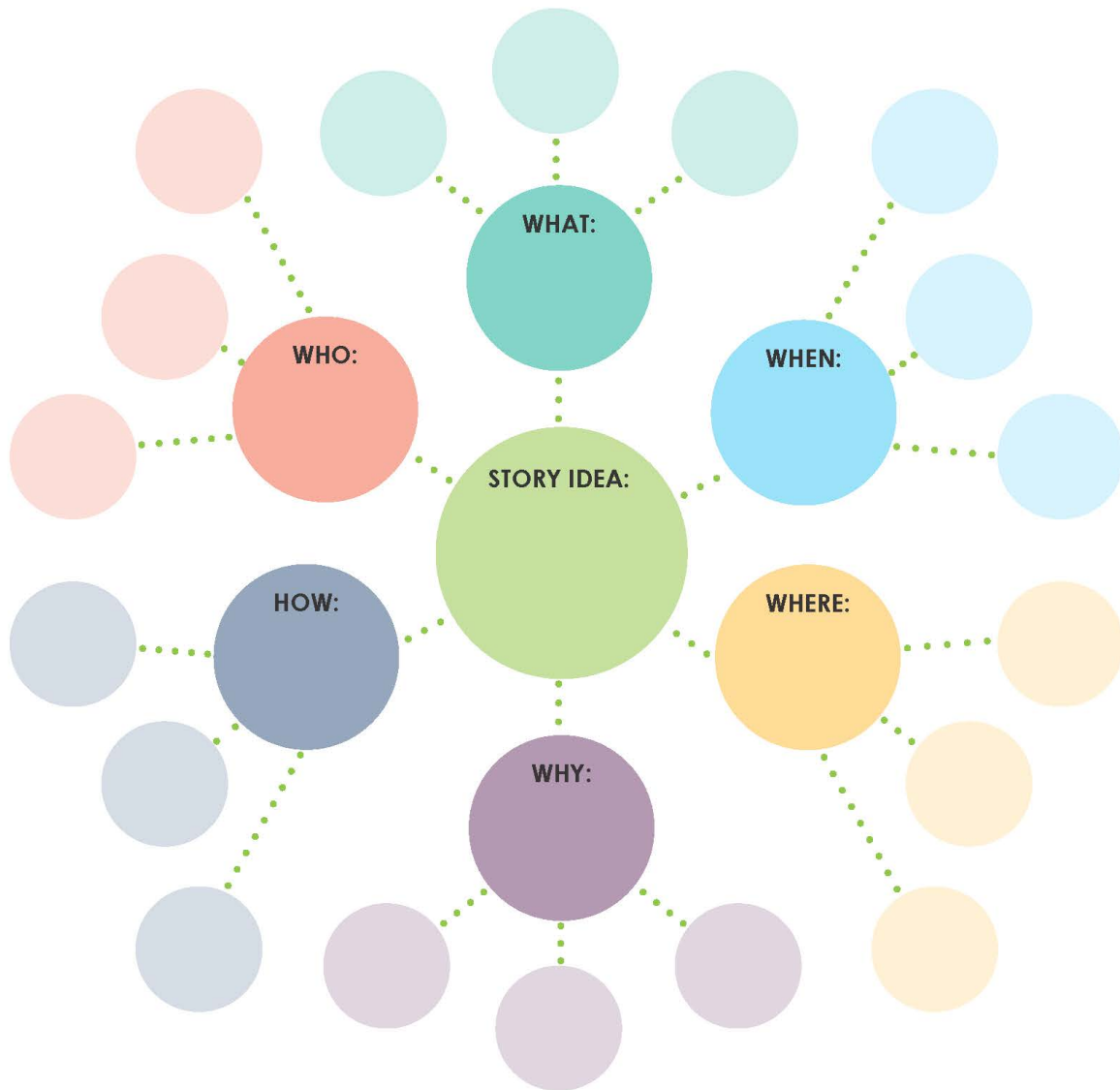
1. \_\_\_\_\_
2. \_\_\_\_\_
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7. \_\_\_\_\_

## ACTIVITY

Your Name: \_\_\_\_\_

### BRAINSTORMING WEB

To help you determine what you know and what you want to know about a topic, complete a brainstorming web. Begin with a general story topic at the center and who, what, when, where, why and how in the six secondary boxes. Fill in the details of what you know and then the last circles can be filled with questions and information you need to find.



**Part 2:** Interview a student or a family member and assume he is Allen Hall. Take notes.

**Part 3:** Write a short story for the yearbook on Allen Hall's speeding ticket.

Even if you write a short story for your yearbook, the writing should contain meaningful quotes with facts/figures transition and an attention-getter lead. Do not write a summary. Follow the guidelines below to write your story. You can rotate quote transition as much as you like but we will keep this exercise simple. You may also write a transition after the lead if you like. Try to write in past tense.

**LEAD** • Promotes unique angle of the story

**QUOTE** • Tells unique story from single viewpoint

**TRANSITION** • Provides readers 2–3 new facts/figures

**QUOTE** • Tells another unique story from one individual's perspective

**CONCLUSION** • Concludes the story referencing tone/ mood/angle

**EXAMPLE:**

**Lead:**

For the first half of my life, my parents' bathroom became my personal salon. The whiff of burnt hair and products filled the cramped space. My mom sighed as she saw the bird's nest that she had to maintain.

**Quote:**

"Mom, that hurts!" I said. "Do you want your hair to look nice?" she asked, snapping back at me.

**Transition:**

I sulked and counted in my head the minutes, which felt like hours. For the next few years, this was how I managed my hair. At about 8 years old, I graduated from the bathroom to an actual salon. Here, I was not able to whine.

**Quote:**

"At 16, I began working at Dru's Salon four hours every day to master my skills," senior Monique Smith said. "Okay, I fell in love with hair care and I plan to do it the rest of my life."

**CONCLUSION:**

Next "bathroom" step for Smith is an approved cosmetic art school cosmetologist curriculum and completion of the 1,500 hours of training.

Adapted from Lair, Shawnee Mission Northwest High School, Wairimu Mbogori

LEAD: \_\_\_\_\_  
\_\_\_\_\_

QUOTE: \_\_\_\_\_  
\_\_\_\_\_

TRANSITION: \_\_\_\_\_  
\_\_\_\_\_

QUOTE: \_\_\_\_\_  
\_\_\_\_\_

CONCLUSION: \_\_\_\_\_  
\_\_\_\_\_