

NEWS REPORT

REPORT. INFORM. VERIFY.

PURPOSE

To inform the reader about important events accurately and objectively.

BREAKING NEWS

MAJOR FIRE BREAKS OUT IN CITY CENTRE

Emergency services respond as building evacuated

A large fire broke out in the city centre this morning, causing a major evacuation.

The blaze started at around 9:15 a.m. in a three-storey building on Market Street.

Firefighters arrived within minutes and worked to control the flames.

No serious injuries have been reported.

"We are still investigating the cause of the fire," said Fire Chief Mark Davies.

"Residents did exactly what they were told and left the building quickly," he added.

The road remains closed while crews continue to check the area.

KEY DETAILS



When

This morning, around 9:15 a.m.



Where

Market Street, City Centre



What

Fire in a three-storey building



Who

Emergency services, residents



Why

Cause under investigation



STAY INFORMED. TRUST THE FACTS.

“GOOD NEWS REPORTING
INFORMS THE PUBLIC AND
BUILDS TRUST.”



KEY FEATURES



HEADLINE

Short and eye-catching.



FACTS FIRST

The most important information comes at the start.



QUOTATIONS

Use direct quotes from people involved.



THIRD PERSON

Write about others, not “I” or “we”.



OBJECTIVE TONE

Be neutral, fair and unbiased.

TOP TIPS

- ✓ Use a clear, informative headline.
- ✓ Answer: Who? What? When? Where? Why? How?
- ✓ Use short, clear paragraphs.
- ✓ Include facts and evidence.
- ✓ Check your facts before publishing.

DO

- ✓ Be factual
- ✓ Use sources and quotes
- ✓ Write in the third person
- ✓ Stay objective
- ✓ Check facts

DON'T

- ✗ Give opinions
- ✗ Exaggerate
- ✗ Use “I” or “we”
- ✗ Make assumptions
- ✗ Copy without credit



GOOD JOURNALISM. STRONGER COMMUNITIES.

FACTS MATTER.