

Associated Press

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Basic Elements:

Headline	APU to send Emergency Relief to the Philippines
Deck	<i>For the Philippines, the real fight begins when the storm stops.</i>
Dateline & Lead	AZUSA, Calif. – The Center for Student Action is sending a team to the Philippines next month to provide emergency relief in the wake of the recent typhoon that swept through the central Philippines and devastated the nation.
Short Paragraphs	<p>Super Typhoon Haiyan (or Yolanda) hit the Philippines Friday, Nov. 8 and ravaged the island, destroying homes and taking close to 4000 lives, according to the national disaster agency’s official death count of Monday, Nov. 18. Even more have been injured or displaced from their homes.</p> <p>Although the death toll is rising as help covers more ground, the bigger issue will be the recovery stage.</p>
Quotes	“The bigger issue ... is the number of displaced people, people with no homes, no electricity, no means to clean water, nothing like that. That is going to be a few years’ worth of projects to help them rebuild,” said Dr. Michael Bruner, assistant professor of theology, who was born and raised in the rural Philippines by missionary parents.

Headline

- Includes a noun + a verb.

Colby fire burns near campus

Deck

- Acts as a second headline. Should include different or more information than the headline alone.

For the Philippines, the real fight begins when the storm stops.

Dateline

- Capitalize the city and abbreviate the state based on AP Style.

AZUSA, Calif.

Lead

- 1-2 sentences, includes the who, what, where, when, why/how

“A brush fire (what) is currently (when) blazing in Glendora within plain view of campus (where), leading to mandatory evacuations for some residents (who) and delays on Foothill Blvd,” said Annie Yu, editor of *The Clause*.

Sources

- Are they relevant?
- Are they credible?
- Are there more than three voices present?

Objectivity and Attribution

- There should be not be any opinion statements from the writer. Everything should be attributed to another source.

Organization

- Use paragraphs with 1-2 sentences each.
- Each new quotation receives its own paragraph.
- Use Basic Inverted Pyramid Style: Include the more important information first with the less important information toward the bottom.

Quotations

- One sentence quotations

“I really loved having him as a professor,” said sophomore finance major John Smith.

- Two or more sentence quotations

“I really loved having him as a professor,” said sophomore finance major John Smith.

“He made the class seem much more exciting than a boring math class.”

- Quote stacking - There should be a transition statement between two different quotations. There should never be two quotations back to back.

“I really loved having him as a professor,”
said sophomore finance major John Smith.
“He made the class seem much more
exciting than a boring math class.”

After 15 years serving as a math professor,
Dan Green feels it is time to move forward.
“I loved my time at APU, but over the past
year I have felt the Lord calling me towards
something different,” said Green. “I would
love to spend more time with my grandkids
and get more involved in golf.”

- Only use “said” for a quotation. Although it can get repetitive, there should be nothing else to describe how something said a quote. Words such as “exclaimed” or “mentioned” can add bias to an article.