

## Tips for Organizing Info

### 1. By Place

At the White House, blah-blah-blah (everything from the White House)

In the 2<sup>nd</sup> District, yada-yada-yada (everything about the 2<sup>nd</sup> District)

At the meeting, blah-blah-blah (everything from the meeting)

### 2. By Topic/Theme

On education, the mayor proposed... (everything about education)

Of the mayor's educational proposals, Councilman Jones expressed outrage (everything about his outrage)

On economic development, the president urged...(everything about econ development)

*If you've done a good nut graf(s) or BJ intro, you have already briefly summarized your TOPICS/THEMES there. As you develop them in the rest of the story, use the introductory phrase – on education – to cue the audience to what's coming next.*

### 3. By Source

- Follow the Poor-Player Theory
- Introduce the source before quoting or paraphrasing – give credentials, authority, expertise.
- Keep info from a source all in one place (if possible – and it usually is)
- Don't let a source pop in and out of the story, like the Cheshire Cat (that's confusing)
- If you must bring a source back into the story, BRIEFLY re-identify the source (Fire Chief Jones / Smith, the head of the literacy advocates' group)

*NOTE: These phrases also often work as TRANSITIONS that help your audience move from place to place, from topic to topic, from source to source. Put them at the BEGINNING of the sentence to work as transitions and to prepare your audience for what's coming next.*