

Name _____

Writing Map of a Wall Street Journal Formula Story

What you need to know before you write: Details about the issue, interviews with sources, the identity of your poster child and how this person is affected by the issue. Use the writing map below to help you plan and execute a Wall Street Journal formula story.

Section	Information to Include	Your Prewriting
1	The soft lead: can be one or multiple, short paragraphs <ul style="list-style-type: none">Describe your poster child doing something related to the issue. Use present tense.	
2	The nut graf: can be multiple, short paragraphs <ul style="list-style-type: none">Identify what the whole story is about and why your audience should continue.	
3	The body: multiple paragraphs that alternate between types of information below <ul style="list-style-type: none">Information about the issue from your research.Information you learned from sources you interviewed.Interesting quotes from your sources.	
4	The circle kicker: one or multiple, short paragraphs <ul style="list-style-type: none">Return to the person identified in your soft lead, your poster child.	