

Story Writing

Communications Academy 2021



Content



Answer the 5 W's & H



Who? When?

What? Why?

Where? How?

What Type of Article Are You Writing?

- Straight News - Hard News
- Feature – Soft News
- Editorial

What to Do With All This Information?

Organize your facts into three groups:

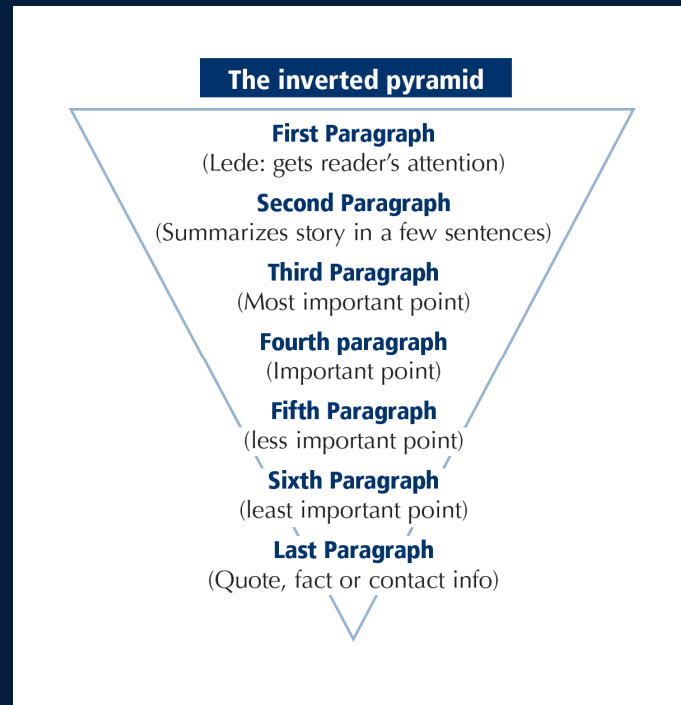
- 1) Facts that need to be included in the article.
- 2) Facts that are interesting but not crucial.
- 3) Facts that are related but not important.

Inverted Pyramid

Lede

Body

Tail



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Inverted Pyramid

First Paragraph Writing a Lede

Inverted Pyramid

Writing a Lede

The Lede:

- Tells the reader the basic facts.
- Grabs the reader's attention.
- Let your readers know what your news article is about

Inverted Pyramid Writing a Lede

Here are a few examples...

Inverted Pyramid Writing a Lede

Straight News Lede

OSO Chapter 123 honored four members last month for their outstanding work on behalf of the district and the chapter.

Inverted Pyramid Writing a Lede

Question Lede

**How would you like to be fired? Tossed
out after 17 years of service?**

Inverted Pyramid

Writing a Lede

Quotation Lede

“I’ll never forget what the union has done for me and my family,” said Jane Jones as she was handed a relief check for \$1,400.

Inverted Pyramid Writing a Lede



Remember...
Ledes are flexible.

Inverted Pyramid

The Body

Inverted Pyramid

The Body

Start by..

- Giving all the important facts and details
- Make sure your writing relates to the lede statement

Inverted Pyramid

The Body

Then..

- Follow up main facts with additional information.
- Keep the continuity of the story.
- Include other relevant facts and details.

Inverted Pyramid

The Body

Be sure to look back and...

- Ensure you are using tight writing practices.
- Writing with an active voice.

Tight Writing



Use Simple Vocabulary



Use “Spoken” English



Keep paragraphs and sentences short



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Stay Active When You Write



Active voice is when the subject does the action in the sentence.



Passive voice is when the subject has the action done to it.



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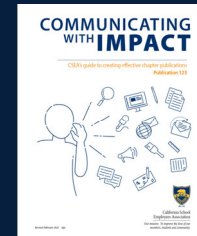
Stay Active When You Write



CAUTION!

If you interpret contract language,
be careful not to distort the original
meaning.

You can always ask your union
steward or labor relations
representative to double check it.



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Inverted Pyramid

 The Tail

Inverted Pyramid

The Tail

Ways to Finish Up

- A conclusion – summary of the lede.
- A call to action – what can be done.
- What the future holds – what to look forward to.

Headlines

How to Bring Attention to Your Article Using
Headlines and Sub Headlines



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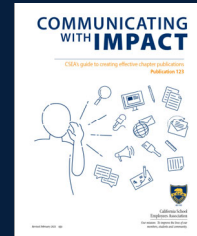
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Headlines

Headlines should grab your attention and make you want to read the story.



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Headlines

Headlines draw people to your article, they should sound conversational.

Subheadings allow you to communicate a message to readers that scan.



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Headlines

UNHEALTHY LABOR PRACTICES

SCHOOL DISTRICT RAISES HEALTH CARE COSTS TO UNION MEMBERS WHILE
MANAGEMENT GETS RAISES

Dim stairwells pose danger

John Doe of the Health and Safety Committee

PRESIDENT'S MESSAGE



What we get depends on you

It has been over two months

Dues Diligence

Information About The Dues Fairness Resolution And
How It Will Effect You



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Headlines

Layout and Graphic

Using graphics with your headlines give your layout a visual strength. It help draw attention to your headline and starts to tell the story.

Headlines

Are You Talking to Me?!

Passive-Aggressive Employees and Their Effect on the Workplace



By
Gene Blackwell
Chief Union Steward
&
Jennifer Escobedo
Chapter Secretary

Dress for Success



Understanding the District Dress Code

Headlines

STANDING UNITED

Classified Members Join the Certificated Staff in Addressing the School Board over Concerns with the Principal of Tommie Kunst Jr. High



The Need to Feed the Beast

The Effect of Power Hungry People in the Workplace



NEGOTIATIONS UPDATE

Navigating Through a Sea of Uncertainty

A Tentative Agreement Has Been Reached, but Questions about the Future of the District's Budget Obscure Salary Negotiations



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Headlines

Tips

- Mention the reader
- Use numbers
- Use strong verbs
- Ask a question

Headlines

Tips

- Highlight the value for the reader
- Draw inspiration from other publications
- Draft a bunch of headlines

Editing

Editing

Good Editing = Good Writing

Half of good writing is editing. It's one thing to fix your mistakes, but true editing requires you to have an objective eye and an open mind.



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Editing

Newspaper Staff

- The Publisher
- The Editor-in-Chief
- Managing Editor
- Assignment Editors
- Copy Editors

Newsletter Staff

- The You
- The You
- The You
- The You
- The You

Editing

Edit the overall aspects of your story:

- Do I need to add any information?
- Do I need to rewrite any parts? Is the story clear, understandable and accurate?
- Do I need to cut any information?
- Do I need to reorganize any parts of my writing?
- If quotes are used, are the quotes accurate and properly attributed?

Editing

Editing checklist



Do I need to add any information?

- ☐ Did I write a lede sentence that hooks the reader?
- ☐ Do I need to add any important details?
- ☐ Do I need to include a contact name and phone number?
- ☐ Can I add a regional or state perspective to the story?

Do I need to cut any information?

- ☐ Did I include unnecessary details?
- ☐ Have I repeated myself in the story?
- ☐ Did I use unnecessary adjectives or adverbs?
- ☐ Is this information important for my readers?

Do I need to rewrite any parts?

- ☐ Are there ideas or parts that are confusing?
- ☐ Have I used any weak verbs (be, is, have) that could be replaced with more active ones?
- ☐ Have I spelled-out all acronyms on first use?
- ☐ Did I use wordy language where I could have been concise?

Do I need to reorganize any parts of my writing?

- ☐ Did I say the most important information first?
- ☐ Is the information well ordered and easy to read?



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Editing

Then edit the technical writing aspects of your story:

- Spelling and Grammar
- General Readability
- General Appearance (Format/Graphics)
- Does it fit in the available space in the newsletter?

Try reading your writing out loud. If something doesn't read right, revise it.

Proofreading



Pr👁👁freading

Proofreading vs. Editing

Proofreading is not the same as editing, but it's equally important. When readers find technical mistakes in your newsletter, it undermines the credibility of the whole publication.



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Pr👁👁freading

The final step

- Complete your editing
- Take a break
- Print it out
- Have someone else proofread it

Proofreading

Proofreading checklist



Capitalization

- ☐ Did I start all my sentences with a capital letter?
- ☐ Did I capitalize nouns that name specific people, places and things?
- ☐ Was I consistent in my capitalization of job titles?

Punctuation

- ☐ Does each sentence end with a punctuation mark?
- ☐ Did I use commas in a series? (Larry, Curly, Moe and the superintendent)
- ☐ Did I place commas before connecting words (and, but, or) in compound sentences?
- ☐ Did I punctuate quotations correctly?

Grammar

- ☐ Did I use singular verbs to modify singular nouns and plural verbs for plural nouns?
- ☐ Do my pronouns (him, it) clearly refer to a previously used noun (president, district)?
- ☐ Did I avoid ending a sentence in a preposition (in, out, on, etc...)?
- ☐ Do all quotation marks and parentheses open and close?

Sentence structure

- ☐ Did I write clear and concise sentences?
- ☐ Are my sentences direct and to the point?
- ☐ Did I avoid using the passive voice?



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Other Considerations



Other Considerations

Appearance



- Fonts
- Graphics
- Colors
- Clean Design



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Other Considerations

Multiple Topics or Points of View

- Group like topics and put a header on the section.
- Keep chronological events in order.
- Use pullout quotes for extra information and formatting.

The Need to Feed the Beast

The Effect of Power Hungry People in the Workplace



By
Gene Blackwell
Chief Union Steward

Have you been in a situation where you'd love to scream at someone who is only interested in staff member's pay grade (as if that is a ranking in a hierarchy), what's in someone else's signature line in their email or if they have a manager's title behind their name? Who Cares? Just do your job!

Power Hungry Managers

You know who I mean too - the person who is constantly "name dropping" to establish their importance, or reciting things like "I made that decision because I'm the **BOSS**." When people that feed on power are given positions of authority, they believe they will be given the respect that they deserve, or feel they deserve. Studies have shown that most people believe that their life would improve if they were given a position of power or authority. While increased pay and responsibilities could equate to a better lifestyle, the effectiveness of that leadership greatly depends on the nature and demeanor of the individual. For instance, some leaders use their authority to make a difference that benefits both the company and their subordinates in the workplace. But there are also those that use their influence in a self-serving manner. This method boosts their egos, but at the expense of alienating others.

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People want to follow a leader, but being a leader isn't based on your position at work. Now people may follow someone's orders based solely on their position, but will probably do so reluctantly. When somebody is continually flexing their power to force others to do what they want, they lose some of that power.

"Power is like being a lady... If you have to tell people you are, you aren't." - Margaret Thatcher

Authority, just like any other tool, needs to be used responsibly at the right time and in the proper measure to ensure it has the appropriate impact.

Power Hungry Coworkers

If you work with somebody that is extremely competitive, self-serving or tries to dominate and control everyone around them regardless of the situation; you may have a power hungry coworker. They may even manipulate coworkers to make themselves look good, or they may go out of their way to make others look bad. Constantly complaining about minute or petty things is a tactic that is used to establish their version of order. The mentioning of rank or position in meetings is used to establish their spot in a hierarchy. You may find them purposely trying to form "allies" in order to set other people against one another. Another trait of a power hungry coworker is that they may push an agenda that does not seem to serve the greater good, and it may even put a strain on others.

The Power Hungry and You

Now that you have an understanding and awareness of these types of people, what can be done? Well, assuming you are not working with some kind of psychopath, you can take some measures that will make working with these individuals a little easier.

First, you need to stand up for yourself. Power hungry coworkers can be overwhelming, but don't let them walk all over you. A person who craves power may resort to intimidation, manipulation or even aggression. Don't be afraid to be assertive. Use "I" statements, like "I get upset when..." Don't over apologize. You have the right to stand up for yourself, but be aware of the way you say things. Your tone, voice, volume and body language can make all the difference. Be well prepared, practice what you will say beforehand. Consider how they might react and be prepared for that as well. Learn to repeat yourself. If someone doesn't seem to understand or take seriously what you said the first time, you may have to address the subject again.

Second, cure them with kindness. Trying to knock a power hungry person down a few notches will only make them hold on even tighter. Don't lose your cool if someone is adamant about having things done their way. It doesn't do anybody any good to get in a shouting contest. Maintain your composure and find other ways to get your point across.

Know yourself and what you "bring to the table." Everyone has value and being part of a team is also about relying on each others' "superpowers." When you understand the importance of your role, you can utilize your value to make positive changes to your environment.

Lastly, the only person you need to compete with is yourself. You do not need to worry about how you are "keeping up with the Joneses." Inward competition is healthy and is really about making a better you. If you strive to better yourself, this will prepare you for opportunities that interest you, and not the agenda of a power hungry coworker. Plus, when you compete with yourself, you are eliminating what that power hungry coworker is counting on, your insecurity.

Check yourself, before you wreck yourself.

Tips to prevent you from going power hungry:

- Trust others - If you feel the need to control every situation, back off a little. Sometimes it is best if you let others have an opportunity to contribute. Trusting others fosters an environment that empowers individuals and promotes team growth. You may find a better way of doing things that you never realized.
- Perform self-checks - Sometimes the desire for power may actually come from issues of low self-esteem. Power can give you the feeling of superiority, but that feeling tends to be short-lived. If you find yourself constantly trying to attain power, reassess yourself and see if improving your self-worth will curb those desires.
- Back it down a bit - Do people find you over competitive? Just remember, not everything is a contest. That's not to say that a little competition isn't healthy, but too much competition is probably going to annoy or even alienate others around you. This over competitive spirit can be harmful to a team's dynamic. It is ok to keep your eye on bigger goals and stay driven towards that, but if you are competing over very minor things, you probably have a problem with being over competitive, and this will feed into the behaviors that will start your very own power trip.

Remember, the hunger for power and control has consequences. People that are power hungry tend to have more problems in their professional and personal relationships. They will most likely have a lower sense of job satisfaction, and may believe that being in a position of power will significantly improve their life.

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On February 20-22, 2018, your chapter in partnership with the Santa Maria - Bonita School District, sent 13 members to the 21st annual CSEA California Paraeducator Conference in Ontario, CA. The event offered 42 different workshops covering a wide range of informative and skill-building topics.

Every year the Paraeducator Conference gains more and more popularity. Although this event was scheduled a month earlier this year, it still recorded the largest number of registration requests in the conference's history. As a result, the conference sold out, and registration closed prior to the first day.

Over the course of the three day conference, participants attended valuable training sessions and listened to speakers that provided them with tools to help our students succeed in the classroom.

"I was greatly impressed with the Para-instructor conference. I would most definitely like to attend again next year. Everything that was discussed during the opening ceremony and the classes that followed thru out each day was incredibly beneficial. I felt that it not only was material or training that we could only use in the classrooms with our students, but also it was information that we as para-instructors will benefit immensely from it in our daily life."

- Diego U Rojas
Migrant Bilingual Aide

The event kicked off with keynote speaker **Dee Hawkins**, an inspirational speaker who's philosophy is to help underperforming students become more resilient in and out of the classroom.

"Dee Hawkins spoke about how the biggest factor of success in a child's life is whether or not that child had one positive adult in their life. He also mentioned how the students who are constantly being trouble makers are those that need our attention the most."

- Anel Gutierrez-Orozco
Bilingual Aide, Miller Elementary School

Members that reported back identified classes that they felt will make an impact on their performance. Some examples include:

"One of the workshops that I really like was How to Make Math Fun. It gave us different strategies to use with the students and the importance of trying new things if what you are currently doing is not working."

- Yohana Diaz Guillén
Bilingual Aide, Bonita Elementary School

Making Math Fun uses questioning strategies, problem solving tasks, games, and non-traditional practices to help students expand their understanding of numbers systems and the connections to everyday life. In this hands-on workshop, participants had an opportunity to experience engaging strategies and practices that support the development of number sense and mathematical fluencies in all learners.



"Personality classes were offered that help us personally know who we are and how to work with others that are just not like us."

- Cynthia Cook
Bilingual Aide, Alvin Elementary School

True Colors® educated participants on how their "core personality" determines their basic communication and behavioral styles both at home or with work groups. This interactive workshop promoted positive attitudes, enhanced self-identity, and will help to build cooperation and team cohesiveness.

"I learned about using the coping tools 'The Incredible 5-Point Scale' and 'The Zones of Regulation' and the many ways to use 'Classroom Pivotal Response Training.'"

- Chrisanne Garcia
Teacher Elementary School

The Incredible 5-Point Scale and Other Self-Regulation Strategies presented ways to support learners in recognizing emotional states, initiating new routines, and accessing natural environmental supports to enhance successful behaviors at home, at school, and in the community.

Classroom Pivotal Response Teaching (CPRT) enhances children's motivation and participation in learning through clarifying instructional delivery and making it relevant for the student with autism, alternating maintenance and acquisition tasks, and using special interests and

natural reinforcement. The goals of CPRT are to increase the number of student learning opportunities and social initiations and to promote independence and mastery of targeted academic skills.

"It helped me learn a variety of different ways to deal with students' challenges. I would definitely recommend it! I learned so many things that not only benefit my students and my job, but also things that can benefit my personal life."

- Yeraldí Cabrera-Campusano
Migrant Instructional Aide

The true effects of a paraeducator's influence in the classroom and the community are immeasurable. That's why this conference provides the knowledge and training paraeducators need. The success of the conference can be found in the respect, value and pride paraeducators feel in their profession and the confidence they gain when they take new knowledge and skills back to the classroom.

CSEA is proud to offer this valuable professional training to its members, which is made possible through members' dues and local activism. The district also sees the value in the training paraeducators receive at the conference; their funding allows more of our members the opportunity to attend. This cooperative venture is reflective of how we work together to achieve the common goal of student success. 🌟

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Questions?



Thank You

