

Always get the name of the dog.	Everyone needs ethics.	Take responsibility for what readers know and understand.
---------------------------------	------------------------	--

Don't let the powerful answer in the passive voice: "Mistakes were made."

Report long, write short.

Measure success by impact, not clicks.

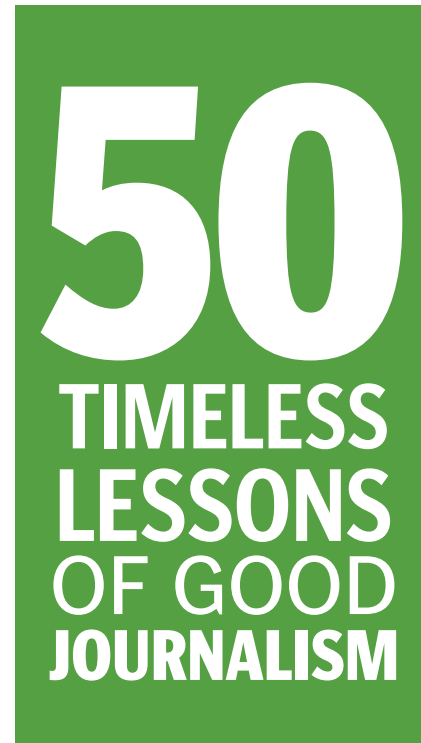
A good lead shows readers where you're headed.

Avoid cliches like the plague.

Be curious.

Fear not the long sentence.

Use details – the more precise, the better.



Keep asking yourself: What is the story really about?



Scan to read more about these tips on poynter.org

Better to get it right than get it first.

Don't be afraid to murder your darlings.

But you could also save your darlings for another day.

In an interview, don't rush to fill the silence. Let it work for you.

If a thing can be said, it can be said simply.

Remember the white space.

Keep the reader going by placing gold coins along the path.

When you repeat a word, make sure it's worth repeating.

Translate jargon.

Only quote when paraphrasing doesn't do a better job.

Use all your senses.

Ask readers what they want to know.

Express your most important idea in the shortest sentence.

Check the archives
before you begin.

**Make every
word count.**

To get better, reread
your own work.

An idea is not a story. Keep digging.

Sometimes
“no comment”
is the story.

*Use adverbs
sparingly.*

To tell stronger
stories, lead
with tension.

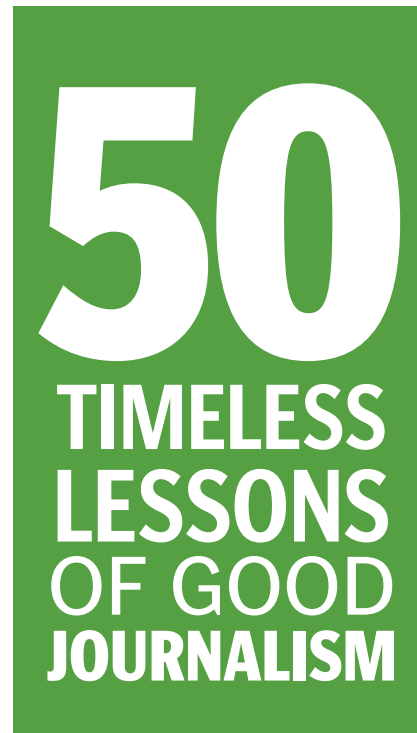
Tell it like it is.

Save string.

Transparency
is still our
most valuable
currency.

**Good
writing is
not magic,
it's a process.**

Great storytelling
is everywhere.
Learn from it.



To build trust, explain how journalism works.



Scan to read more about these tips on poynter.org

Need early focus? Write the headline.

Do not fear the
shitty first draft.

Data matters.
Train your brain
to embrace math.

Place the most emphatic word at the end.

*Read, read,
read.*

Revise, revise,
revise.

**To find stories, take a
different route home.**

*Tell readers what you know
and how you know it.*

**Write
cinematically.**

If your mother
says she loves
you, check it out.

Endings matter.

If you want to tell a story,
ask storytelling questions.