

<p>HOOK</p> <p>what has happened that makes the story newsworthy?</p>	<p>Extinction Rebellion Exeter protest 30 July 2019 Exeter city centre</p>
<p>HEADLINE</p>	<p>Mock funeral march brings Exeter city centre to a sombre standstill</p>
<p>STANDFIRST</p> <p>highlights interesting points complements headline might refer to points below lead</p>	<p>Extinction Rebellion campaigners brought the gravity of the ecological emergency home to Exeter on Saturday in a funereal procession commemorating wildlife loss caused by climate change.</p>
<p>LEAD</p> <p>where story starts captures essence of story usually addresses who, what, when, where, why and how</p> <p><i>not necessarily in that order</i></p>	<p>Around 150 people joined a funereal procession through Exeter city centre to highlight the destruction caused by climate change and to promote the urgent need for radical action if further devastation is to be avoided.</p> <p>Pall bearers carrying a coffin representing the death of the natural world were led by a mute chief mourner, head shrouded, who slowly beat a drum to announce the cortège that followed. Dressed in black from head to toe with faces powdered white, its members offered onlookers origami lilies carrying the names of extinct British species.</p> <p>A large congregation of mourners walked in their wake, following a banner emblazoned with the Extinction Rebellion hourglass symbol and: "Business as usual = death".</p>
<p>ANGLE</p> <p>summarises approach to story</p>	<p>Urgent action is required, local councils are not doing enough Wide range of critical opinion Protest staging was effective, atmosphere was compelling, context in support</p>
<p>KEY QUESTIONS TO ANSWER</p> <p>what does the reader need to know to understand the story?</p>	<p>What was the protest about? How many people took part? Who were they? What form did the protest take? Why? What impacts did it have? Was it effective? Where did it take place? What route did it follow? How long did it take? What context did it take place in?</p>
<p>REQUIRED RESEARCH</p> <p>what information is needed to tell the story effectively?</p>	<p>Exeter city centre street names Number of march participants Background context: heatwave inc. hottest UK day on record inc. temperatures, wildfires inc. carbon dioxide emissions, temperature records in other countries, mass migration caused by heat elsewhere, predictive report</p>
<p>SOURCES FOR RESEARCH</p> <p>where will the required information come from?</p>	<p>BBC News, Guardian websites Met Office via Twitter Crowther Lab report, Plos One open access journal websites XR Exeter FB page, XR UK FB page Global climate strike, UN Climate Action summit websites</p>
<p>SOURCES FOR QUOTES</p> <p>direct/indirect? attributable/non-attributable?</p>	<p>Celia Villa-Landa, a 75 year-old grandmother of six who used to be a city councillor in the Stoke Hill and Beacon Heath areas of Exeter in the 1980s (who took part in the march)</p> <p>Anouska Kirby, a primary school teaching assistant and mother of two, doesn't drive and had travelled into Exeter by train from Crediton (who took part in the march)</p> <p>Ashley Carr, a local Conservative Party campaigner who stood in St Thomas in the recent city council elections (who was staffing a High Street campaign stall) - partly indirect</p> <p>A passing Stagecoach driver (sporting Greenpeace logo) - partly indirect, non-attributable</p> <p>Jay Quick, a personal trainer (sitting in Cathedral Green during the march) - partly indirect</p> <p>Colin Barrington, a cortège pall bearer</p> <p>Amber Wren, who led the mourners</p>
<p>REQUIRED COLLATERAL</p>	<p>Photos of march</p>