HOOK what has happened (or is/will be happening) that makes the story newsworthy? *determine this first*	
HEADLINE (or could just be working title) *write this last with standfirst*	
STANDFIRST highlights interesting points complements headline might refer to points below lead *write this last with headline*	
LEAD where story starts captures essence of story usually addresses who, what, when, where, why and how *not necessarily in that order*	
ANGLE summarises approach to story *not to be explicitly stated in text*	
KEY QUESTIONS TO ANSWER what does the reader need to know to understand the story? *maximum 3 questions*	
REQUIRED RESEARCH what information is is needed to tell the story effectively? *maximum 3 pieces*	
SOURCES FOR RESEARCH where will the required information come from? *maximum 2 sources*	
SOURCES FOR QUOTES direct/indirect? attributable/non-attributable? *maximum 2 sources*	
REQUIRED COLLATERAL might be photos, infographics, video, infoboxes, tweets etc. *minimum one lead + another body image to complement headline & standfirst required*	