***RADIO BROADCAST NEWS WRITING***

***THE SIX “Cs”:***

To help ensure you can successfully communicate using broadcast copy, you must learn and apply the six “Cs”: **clear, concise, conversational, complete, current,** and **correct**.

***CLEAR:***

You must ensure your audience understands your copy the first time they hear it. Your listener cannot go back and read it. Work at writing in a simple, understandable style; write to express an idea, not to impress your audience. Basically limit sentences to one main thought. Don’t make your listener work to understand your copy. Most won’t bother.

***CONCISE:***

Broadcast copy is short. You must learn to express many thoughts in few words. Thomas Jefferson once said, “The most valuable of all talent is that of never using two words when one will do.” Get to the main point. Use only essential words. Eliminate wordiness. Make your point and move on. It’s kind of frustrating to read wordy, redundant copy, isn’t it?

***CONVERSATIONAL:***

We basically “converse” using simple, common language. Why not *write*

“for the ear” in the same style? Write a story much the same way you’d tell it to a friend. But, don’t forget our Andy Rooney quote from the previous page.

***COMPLETE:***

Your copy must answer the five Ws (who, what, when, where, and why), except, perhaps, “why.” That may be unknown at airtime. But don’t raise new questions or leave old questions unanswered.

***CURRENT:***

Current copy is timely copy – both in content and the way it sounds. Last week’s events, accidents, and incidents are not today’s news. One way you can make your copy *sound* much more timely is by using (but not forcing) one of the present verb tenses whenever it’s possible (and correct).

***CORRECT:***

You must ensure your copy is correct. One mistake could potentially ruin a career. That’s one reason why this is the most important “C.” Simply stated, your copy *must* be free of factual errors. Double check for correct names, dates, times, etc. And don’t forget that correct copy also means correct use of spelling and grammar. Learn the basic grammar rules, and use a dictionary