

Choosing Articles from Local Newspapers

- 1. Keep it local.** Our listeners can listen to national and international news from *The Kansas City Star*, *Topeka Capital-Journal*, *USA Today*, *Wall Street Journal*, etc.
Look for the news they can't get anywhere else.
- 2. Timeliness.** As you choose articles, avoid events that are past (unless it's an article about how the event turned out). This is especially important in print editions, because they are often a few days old by the time we get them.
- 3. Uniqueness.** Choose articles about the community. Look for GOOD news—while crime is important, so are card showers, cards of thanks, Locks of Love donations, etc. These items build the character of a community.
- 4. Obituaries.** These are a must. You won't hear that the little old lady next door died on the evening news unless there was something suspicious about it. Our listeners need this information, and we are often their only source.
- 5. Put yourself in their shoes.** If you lived in this community, what would you want to know? Don't compare their news to what you find in larger newspapers - the communities are completely different. Let each community stand alone.
- 6. Read what interests you.** While you need to cover the basics like obituaries, you should also let your own interests guide you. Some readers may not like sports; others might like to share the local wrestling team's trip to the state meet. Over the course of a week our listeners will benefit from the variety.
- 7. Avoid fillers.** Our small town paper listeners don't need Dear Abby, Heloise, or other "filler". Make sure what you're reading isn't intended by the newspaper to flesh out a page for the sake of filling space.
- 8. Don't overthink it.** It's really hard to do this wrong!