

Follow-Up Stories

- Stories written to add details, reactions, different angles or later information to story that's already been reported
 - Stories evolve – need to add new developments
 - More information available on second day, third day, etc.
 - More aspects, angles may emerge after first story published
 - Have time to gather more info, talk to more people, etc.
- Depend on previous story for all or some of their news value
 - Continuing events require understanding of first one
 - Importance of event or fact not always immediately known
 - First story might trigger reactions that become bigger stories
- Distinguish from breaking stories
 - Breaking stories still happening as they're reported
 - Follow-ups can run days, weeks, months after first story
 - Can involve later stand-alone events or ripple effects

Reasons for Follow-Up Stories

- **Continuity**
 - Set original story into current and long-term context
 - Explain cause and effect where appropriate
 - Explain possible consequences, who might be affected
- **Satisfy Curiosity**
 - Few issues, events fully explained in one original story
 - Answer audience questions about topic
 - Fill in details that emerge over time with more reporting
- **Add Balance**
 - First story frequently omits deeper details to make deadline
 - Provide reactions of those interested and affected
 - If there is opposition, provide those arguments
- **Cover Missed Stories**
 - Respond to story reported by competitor
 - Must include & cite info from that story
 - Provide fresh angles, interviews, points of view

When Running Follow-Up Stories:

- **You should not:**
 - Assume audience already knows about the original story
 - Rehash more than a paragraph or two
 - Take the same approach of a competitor who beat you to the original story
 - Jump to unwarranted conclusions
- **You should:**
 - Treat them as separate stand-alone stories
 - Include at least one paragraph of background info for context
 - Try to get quotes from sources beyond those in first story
 - Make notes for additional follow-ups
 - Keep track of dates for later use (anniversaries, etc.)
 - Keep track of elements that might lead to different stories