

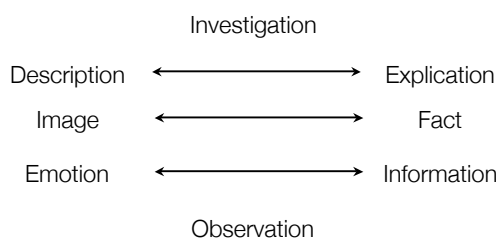
How To How To

service journalism

Service Journalism

- enhance lifestyles
- introduce new possibilities
- entertain titillate
- event product tie-in
- educate
- inspire
- crisis management

the feature spectrum



where to....



how to....



what is

How to	Where to	What is
Six Thai favorites	Sydney's best Thai	The guide to Thai herbs
Ten minute Thai	Newtown Thai	All about lemongrass
The perfect Thai curry	If you like it hot	Red green and in between

Building with modules

- lists: top ten
- step by step instructions
- where to go next
- the walk through
- comparisons
- reviews

	Food	Sport	Money
list	top ten llawarra markets	most popular team sports for under tens	ten best short term investments
steps	5 steps to a perfect curry	6 ways to improve your golf swing	10 things to do before you retire
next	the best kept secrets of Thai cooking	going to the next level of fitness	refinancing made esay
walk	behind the scenes at bills	I took the challenge	how easy is it to get a loan
compare	fresh frozen or canned	yoga, pilates or tai chi	bank or building society
review	3 new cookbooks	the racket test	super plans the fine print

Working with the elements: Surfing

- Where to...
 - Top ten best surfing destinations in NSW
 - Flying to catch the waves
 - llawarra surf: the experts rate it
- How to...
 - From surfie to athlete: how to compete
 - How to read a wave
- What is...
 - Your guide to the latest board technology
 - surfing fashion '07



Bringing the elements together: Beginners Guide

- What to buy
 - best beginners boards
 - accessories
- How to learn
 - lessons
 - books
 - dvds
- Where to find the waves
 - the region
 - nsw
 - interstate
- Fitting in



Like any other feature...

- use real people as models and experts
- make sure your descriptions are clear
- make sure your examples are relevant
- be clear about your aims and tell the reader what they are
- be practical and direct
- start with a compelling lead and finish with a neat conclusion



Service journalism and
the news

The green revolution

How to be green news package

- Clean living and the bid for a perfect lifestyle
- How to consume with conscience
 - It is not easy for buyers to come up with the right moral selection, writes Julian Lee.
 - Shop smart sidebar
- Green Clam on the flip side of ambition
 - Getting the best balance is not easy. Making the hard choices needs thought and planning, James Woodford writes.
 - Suggestions for ethical living sidebar