

1. Cut the intro and save it for later.
2. Try making the first track your lead. If that doesn't work ...
3. Try going straight to the meat and potatoes act. If that doesn't work ...
4. Find a more compelling scene or anecdote and restructure the story around that as the lead.\*
5. Plug your intro back into the story as a nut graf (if it's that kind of intro), ideally high up but after the lead.
6. Check all your quotes. Do they make sense in print? If not, find new ones.
7. Fill out your story with additional context, background, detail, voices.\*\*

\*That scene or anecdote may not even exist in your radio story. You may need to go back to your reporting — I HOPE YOU DID MORE REPORTING!

\*\*Use the interviews that didn't make it to the story, all the darlings you killed. You did this reporting already, because you were thinking about digital and radio at the same time. Right?