Incorporating Quotes Into Your News Report

Using quotes in a news report is an essential element of responsible journalism. They add credibility, and authenticity, and provide a direct voice from the people involved in the news story.

Just as you will create a story for your news report, you must also create a quotation. To do this, you must imagine what the people involved in the story have to say, and choose something that is both interesting and important. Your quote should be something that has a bigger impact coming from the source rather than the reporter.

The proper form for using a direct quote is:

"I won't run for president," John Smith said Thursday. "But I may walk a little." Notice that punctuation is inside the quotation marks. **The quote is attributed after the first sentence.**

Quotations are the only part of the new report that may use the first-person perspective.

Tips for Using Quotes

- Use direct Quotations: When incorporating a quote in your news report, use the exact words spoken by the source. Ensure accuracy by recording the quote or taking notes during the interview or press conference.

- Attribution: Always attribute the quote to the person who said it. Clearly identify the source by their name and, if applicable, their title or affiliation. For example: "John Smith, CEO of XYZ Corporation, stated..."

- **Context:** Provide sufficient context for the quote to make sense to your readers or audience. Include enough information about the event, situation, or topic that the source is addressing.

- Neutral Reporting: Present the quotes in a neutral manner without altering the meaning or intent of the speaker. Avoid injecting your personal opinions or bias into the quoted text.