Nutgrafts

By Anya Schiffrin
Definition

- Invented at the Wall St Journal, but widely emulated.
- Considered to be essential by editors there.
- What is in a nut graf?
- The nut graf is the “so what”.
- It encapsulates what the story is about
- It gives context.
What does the nut graf do?

- Helps the reader decide whether to keep reading
- Helps the editor decide whether s/he likes the pitch
- Helps the writer figure out what his story is about. Provides a road map for writing the rest of it.
- Also provides a transition from the lede to the rest of the piece
• Chip Scanlan says the nut graf “step[s] back from the individual case or scene or person to show where it fits into a larger picture”.

• Not essential in every piece in this class but definitely many pieces here would benefit from the addition of a nut graf.