TO: XXXX, author

FROM: Lindsey Brandvold, editor

DATE: February 15, 2011

RE: *Capital Gains* article about filmmaker in Lansing

**Summary**
Overall, I think you have the brunt of the material that you need in order to develop an interesting story that will appeal to the *Capital Gains* demographic wonderfully. All it needs is a clear focus and a little more organization.

**Structure**
I am having difficulty seeing a concentrated three part structure in this piece. I think that developing this structure might be easier if your lede was more focused. In the last two paragraphs, you focus on how (name omitted) has found support in the Lansing community during the stressful process of filmmaking. This particular section of your story is likely the one in which *Capital Gains* readers will have the most interest. I would suggest developing the idea behind this part of the story more in the other sections as well; I recommend this for your lede.

**Content to Add**
*Capital Gains* stories are typically within a tight range of 1000 words. Since your story is currently around 500 words, you have a lot of room to expand. I have a few ideas for the type of content that would be beneficial to add and could help develop the lede I recommended.

- In lines 7-9, you mention three of (name omitted)’s colleagues. You do not explain each of their individual roles on the filmmaking team or how they all met and began working together in Lansing. These facts might be of interest to readers and give them the background information they desire.
- In lines 11-13, I was interested to know more about why (name omitted) finds film to be “too powerful a medium to just be entertaining.” Do you have more quotes from him that could help expand this section? Also, what is his film *Fairview Street* about? Is there a particular reason he has chosen to stay in Lansing to work on it?
- In lines 39-40, you mention that (name omitted) “loves local venues, and has found lots of support at places like Brannigan Brothers bar in downtown Lansing.” This is a crucial area to expand. How has the accommodating nature of the bar’s manager helped him? Are there other local venues where (name omitted) has found support? This could potentially be one of the main sections that will hone in on your lede.

**Content to Cut**

- Line 20 does not act as a successful transition between the two paragraphs, and it also puts unwanted emphasis on the negative aspects of filmmaking. If you wish to discuss how these filmmakers experience difficulties, try doing so in a positive light. Show that the filmmakers work through these stresses through the support of their community, the Lansing community.

**Line Editing**

- Line 17: Between “make a good film” and “I don’t care,” please insert either a semicolon or a period.
- Line 40 should be “To get the shots he needed,” not “To get e shots he needed.”