

**BREAKING**

Prince Philip in  
car crash near  
Sandringham

**Micro IA**

**Write your content  
like a journalist!**

Dave Hertig

**THE SUN**

**BREAKING**

Prince Philip in car crash near Sandringham



THE SUN

now

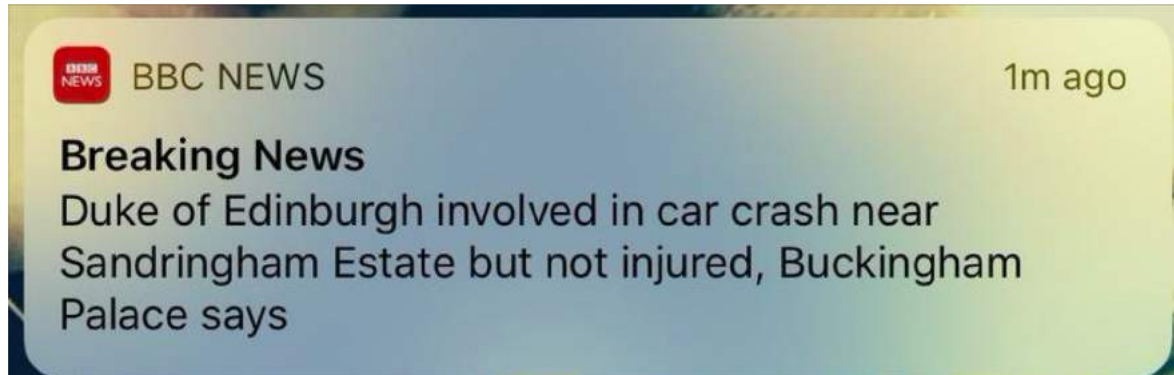
**BREAKING**

Prince Philip in car crash near Sandringham

**BBC**

## **Breaking News**

Duke of Edinburgh involved in car crash near Sandringham Estate but not injured, Buckingham Palace says





THE SUN

now

## **BREAKING**

Prince Philip in car crash near Sandringham



MIRROR

1m ago

**BREAKING:** Duke of Edinburgh in car accident close to Sandringham Estate



BBC NEWS

1m ago

## **Breaking News**

Duke of Edinburgh involved in car crash near Sandringham Estate but not injured, Buckingham Palace says

**Who?**

**What?**

**Where?**

**When?**

**How?**

# Micro IA

**Write your content  
like a journalist!**

Improve the effectiveness  
of your written content.

Tailor the message to the  
needs of different  
audiences.

# Micro IA

- Article > “Leserführung”
- Context > understand what they have found



# Micro IA Tool Box

1. Headline

2. Lead

3. Visual

# Design for Difference

- a) Culture
- b) Context
- c) Accessibility

**a)**

**Culture**

**Design for difference**

**SUN**

**BBC**

**Breaking**



**Car crash**



**Near Sandringham**



**Prince Philip**



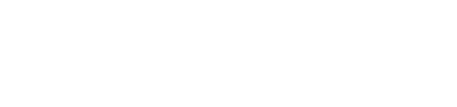
**Duke of Edinburgh**



**Not injured**



**Buckingham says**



1)

# Headlines

**Who?**

Prince Philip

**What?**

Car crash

**Where?**

Near Sandringham

**When?**

Now

**How?**

# Venezuela's crisis and the limits of Cold War thinking

# The Brexit glossary: What you need to know

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**b)**

**Context**

**Design for difference**

**Micro IA: Write**

**your content like  
a journalist!**

**2)**

**Lead**

Silicon Valley may be the center of the tech world right now, but Kai-Fu Lee says that's going to change, and fast. Lee—a computer scientist who worked at Apple, Microsoft, and Google before becoming a venture capitalist—predicts that China will soon overtake the United States as the world leader in innovation. Lee points to



Photograph by Giulia Marchi / Bloomberg / Getty

Silicon Valley may be the center of the tech world right now, but Kai-Fu Lee says that's going to change, and fast.

[Lee is] a computer scientist who worked at Apple, Microsoft, and Google before becoming a venture capitalist.

**3)**

**Visual**



Straits Times





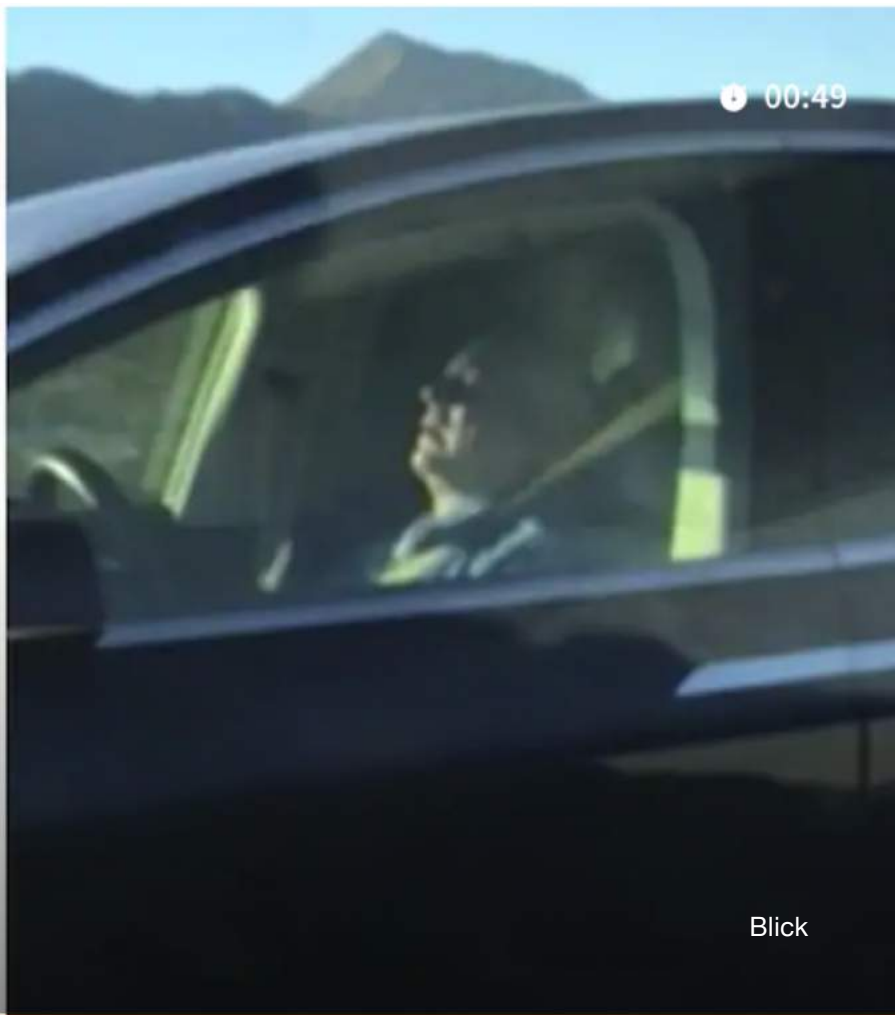
Christopher Wylie's main focus will be to help H&M get better insights on customers, products and markets, as well as support work on “sustainable and ethical” AI.



c)

# Accessibility

**Design for difference**



# Tell us:

- in words what the photo or video intends to say.
- it is a video or photo.
- this man is in the driver's seat.
- this car is self-driving.

Sandro Lüthi, MD of [Apfelschule.ch](https://www.apfelschule.ch)

# Micro IA Tool Box

1. Headline

2. Lead

3. Visual

H&M hires #CambridgeAnalytica  
whistleblower Christopher #Wylie  
[str.sg/oLCv](https://str.sg/oLCv)





Dave Hertig @DaveHertig · 3. Nov. 2018

Today is day 500 of my entrepreneurial journey! This is my summary of where we're at with #ContentSuccess #contentmarketing #CEOs

[Tweet übersetzen](#)





**One more thing**



## Prince Philip gives up driving licence three weeks after car crash

Buckingham Palace announces Duke of Edinburgh's 'voluntary decision' following collision

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