

**LES' THREE EASY RULES  
FOR GETTING YOUR STORY IN THE LOCAL NEWSPAPER  
APRIL 22, 2008**

**Rule 1 – MAKE IT EASY FOR THE NEWSPAPER**

- Write to match their style – ask for a style sheet
- Keep sentences within 10 to 15 words maximum
- Sentences should be declarative.
- Check spelling – Especially peoples' names
- Watch out for synonyms (examples: their vs. there, here vs. hear)
- Ask about space requirements – word count
- Meet or beat their deadline

**Rule 2 – WRITE SO THE AVERAGE READER UNDERSTANDS**

- Eight Grade Level
- Technical Terms – Limit their use
- Abbreviations and acronyms – Cautious with use

**Rule 3 – USE PHOTOGRAPHS THAT MEET THE PUBLICATION'S NEEDS**

- Supply multiple images (if available) that support your story
- Use high resolution (300 pixels per inch) digital images
- Submit only your best images
- Crop image before submitting to remove unnecessary space
- Provide a cut-line or caption that relates the image to the story

**Another Consideration:**

- Sign-off Procedures?

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