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 our 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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