

The Birthday Herald

PRINTED ONCE, FOR ONE PERSON

Issue 1

HAPPY BIRTHDAY

The date



Sixty years of being extremely difficult to buy for

A birthday paper is a joke and a keepsake at the same time. Write the headline the way the family would say it out loud.

The rest of this column is placeholder text. Type over it. A newspaper column is narrow, so put the point of the story in the first two lines and let the detail follow; readers give a column about three sentences before they decide.

Keep paragraphs short. Two or three sentences reads as a paragraph in a column of this width, and anything longer arrives as a grey slab that the eye slides off. Break for a new speaker, a new fact or a new place.

Numbers, dates and names are what people actually read a small paper for, so spell them out and check them twice. A misprinted date on a printed page cannot be edited later, which is the one real difference between this and a website.

When you have replaced everything, delete any paragraphs left over rather than stretching the text to fill. White space at the foot of a column is normal in a newspaper and looks far better than padding.

Quotations do more work than description. One sentence from somebody who was there is worth three of your own, and it gives the reader a

THE YEAR THEY WERE BORN

Number one single

Price of a loaf

Prime minister

Film of the year

What the news said

The story so far

Born	The year and the place
First job	What it was and how long it lasted
Married	Where, and who cried
Moved house	The one everybody remembers
Retired	Allegedly
Today	Still here, still right about everything



An old photograph beats a new one on a birthday front page.

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