

The Parish News

NOTICES, SERVICES AND NEWS

The roof appeal reaches its halfway point

FROM THE PARISH OFFICE
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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.

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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 second voice to listen to halfway down a column.

Cut the first sentence you wrote. It is almost always a run up rather than a start, and the second sentence usually turns out to be the one the story wanted

to open with.

Read the whole column aloud before it goes to the printer. Sentences that trip you when you say them will trip the reader too, and on paper there is no way to fix them afterwards.

Photographs need names. A picture with no caption is decoration; a picture with the names of the people in it, left to right, is the reason somebody keeps the paper in a drawer for thirty years.

Leave the last paragraph short. Editors cut from the bottom when a story does not fit, so anything you would hate to lose belongs higher up the column than you first want to put it.

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SERVICES

Sunday 8.00 am
Sunday 10.30 am
Wednesday 7.00 pm
Baptisms by arrangement
Office: Tues to Thurs



A photograph of people, not of the building. Buildings do not make anyone come back.

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Harvest collection

A short notice. Say what is needed and where to leave it.

Choir practice moves to Thursday

Two sentences. The date and the person to ask.

Thank you from the flower rota

Names matter more than prose in a notice like this.

Hall bookings

Give a phone number and a rate.

Coffee morning

The date, the time, and who is baking.

Churchyard tidy

Bring gloves.

A letter from the vicar

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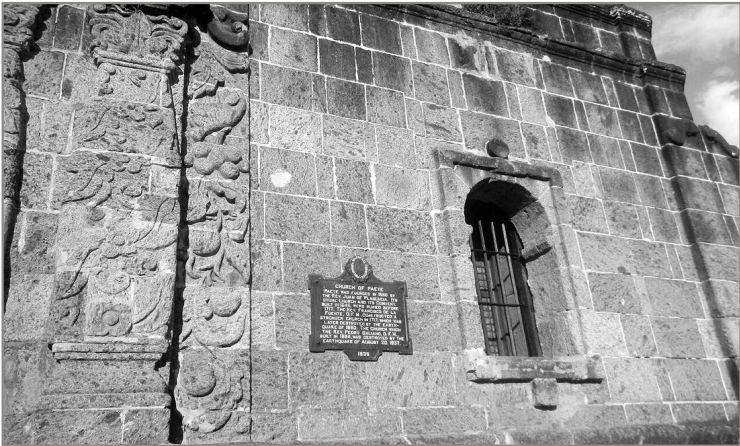
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A line worth reading twice, set large so it gets read once properly.
