YOUR TOWN WEEKLY

The Local Chronicle

NEWS FOR THE NEIGHBOURHOOD

FREE TO TAKE

Issue 1 | YOUR TOWN | October 2026

THE HIGH STREET PLAN GOES TO CONSULTATION THIS MONTH

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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.

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 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.

The main story continued from the front

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Name everyone in the photograph, left to right. People buy the paper to find themselves in it.

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Set one line from the story large here. It gives the eye somewhere to land on an otherwise grey page.