

THE NEWSPAPER OF YOUR SCHOOL

Friday 12 September

*Replace this standfirst with one sentence explaining why the story matters to the people reading it.*

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.

Give the date, the place and who to ask. That is the whole job of a short item. 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. 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.

