

EXTRA! EXTRA!

TWO PEOPLE GET MARRIED AND EVERYONE IS INVITED

THE WEDDING PARTY
Best man
Maid of honour
Ushers
Bridesmaids
Readers

Ceremony	1.00 pm, the church
Photographs	2.00 pm, the lawn
Drinks	3.00 pm, the terrace
Wedding breakfast	4.30 pm, the barn
Speeches	6.00 pm
First dance	8.00 pm
Carriages	Midnight

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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.

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A photograph of the couple works best here.

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