Newsletter and Website Writing Guideline

Tips on writing effective newsletter articles

1. Think from an audience perspective
2. What do you enjoy reading? Why? Readers want to learn something new that is important and relevant to them.
   Does the article offer anything new for readers such as information, tips, advice, resources, or benefits? Give readers reasons to read and they will.
3. Use journalism style of writing
4. A well-written article will reflect a news-style of writing. The five W’s and H (who, what, where, when, why, and how) should all be contained in an interesting opening statement. The remaining information should be answered in the subsequent paragraphs.
5. Do your homework
6. Research and gather any necessary facts, conduct interviews, find resources, etc.
7. Use Quotes, Facts, & Statistics
8. Use direct quotes from interviews and supplement articles with interesting facts and statistics. This will offer useful information for readers and add credibility to your article.
9. Writing should be straightforward
10. Use simple language and active verbs. Avoid using jargons or expressing personal opinions, except in direct quotes.
11. Keep it short and concise.
12. Be BRIEF - use bullets, lists, short sentences, and lots of paragraphs. Give readers the info they need in the fewest words. That means you can’t offer great detail, but you can give people an overview. If the topic is complex, suggest additional resources or offer a contact for more information.
13. Use images/pictures to support an article
14. Choose pictures/images that will enhance your article. Avoid using images for the sake of having one. Always provide the photographer’s name and include a caption for each photo.
15. Use lively, interesting headlines
16. The purpose is to grab readers’ attention. Avoid headlines that are too wordy. Try using an active noun/verb; offer a benefit, new development, etc. Ex. 6 quick tips for... 10 ways to conserve... Recycling event raises $6,000... Environmental workers awarded... Wind power proving to be... Global warming issues heating up: debate... Climate change linked to...
17. Pay attention to copyright issues
18. Cite sources and provide references to quotations and facts when used.
19. Proof read, proof read, proof read!
20. Nothing is more distracting than an article with spelling mistakes and typos. Have a colleague or friend proof read your draft and always use spell check.
Types of Articles

We are accepting these types of articles for the Palmdale Chamber Website and the monthly Vantage Newsletter.

**Fillers (100 to 150 words)**
- Short tips and tricks on relevant climate change matters.
- Mini-reviews of climate change and relevant environmental websites, books, and documentaries.
- News bytes (awards, funding, community events, research and/or project initiatives, etc.)
- Drawings and Cartoons.

**Short articles (200-300 words)**
- Consists of standard main head, and sometimes a lead-in subhead.
- Find a slant, hook or angle that will make the article unique and different from similar stories.

**Feature/Major articles (500 words)**
- Consists of standard main head and lead-in subhead.
- Feature articles should be based on live interviews with key experts or appropriate individuals.
- Find a slant, hook or angle that will make the article unique and different from similar stories.
- Often uses sidebars which breaks up the text and makes reading easier. Sidebars range between 50 - 125 words and can be a listing of tips, key facts and figures, or information you want highlighted.

**Notes for Article Submissions:**
- Writers - remember to include your full name, position/title, organization, and contact information.
- We prefer articles and images be submitted as electronic files and we accept the following formats (MS Word and JPEG).
- Send press-ready images/pictures as e-mail attachments or if file size is very large, you may submit on CD-ROM, or USB Flash Drive.
- Press-ready: Images can be B&W or CMYK process color. Resolutions should generally be at 300 dpi or high-resolution JPEGs. Do not use RGB color photos.
- Note: Although we take special care when printing, we cannot guarantee high-quality printing of images if it does not meet specifications.

**Please submit all articles in digital format to:** vantage@palmdalechamber.org

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Palmdale, CA 93550

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